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Gloeckner
FLOWER
& VEGETABLE
SEEDS



1955

Gloeckner

SEED COMPANY

WAYS TO EARN EXTRA DOLLARS

Spring brings a sellers' market . . . In a short period of time you have Easter, Mother's Day and Decoration Day, on top of which there is a brisk bedding plant trade that results from homes being planted for the summer.

The smart thing to do is to make the most of this situation while it lasts. Early planning for the bedding plant trade will help you earn EXTRA DOLLARS. Try a few of the recommendations below:

- 1 Sterilize soil for pots and flats to save weeding costs.
- 2 Try using Tom Thumb Flats containing a dozen plants. Sold as a unit these flats speed up sales and also sell more plants.
- 3 Label plants, giving their name, color, height and price. Save answering time-consuming questions.
- 4 Prepare your shrubbery, roses and perennials in February and plant them in heavy tar paper pots. Don't lose one customer while you spend time digging for another.
- 5 Plan to display stock so that customers are encouraged to pick things out for themselves. Your supermarket calls this "impulse buying."

Fred C.
Gloeckner
Company
Incorporated

15 EAST 26th STREET
NEW YORK 10, NEW YORK

Telephone: LExington 2-4198 - 4197

Cable Address: GLOECKNERS, N. Y.

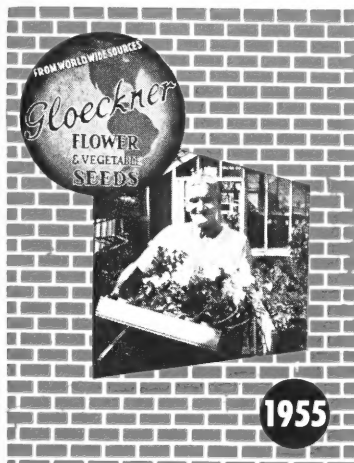
CATALOG

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COVER MAN 1955

Alfred G. Bolton, cut flower grower for John Albrecht Nurseries, Narbert, Pennsylvania, is one of the fine gentlemen of the old school, and we consider it an honor to salute him as our cover man for 1955. Born in Philadelphia in 1884, he worked on the farm where he was raised in Delaware County until he was eighteen years old. Then began his career in floriculture. For three years he was employed by H. H. Battles, of Newtown Square, one of the leading florists of the day, and then for fifteen years he was employed on the estate of H. S. Hooper, also of Newtown Square. He left the florist business during the first world war but returned to it in 1932 when he began to work for his present employer. Mr. Bolton's pleasant smile, genial personality and wealth of cultural know-how, have given him an esteemed place in the hearts of all the florists who know him.

BUSINESS TERMS:

ON OPEN ACCOUNT: (Flower Seeds Only). For Customers of Approved Credit 60 Days Net. The following discounts will be allowed on orders paid within 10 days: \$5.00 to \$50.00 2% — \$50.00 to \$100.00 5% — \$100.00 or over 8%.

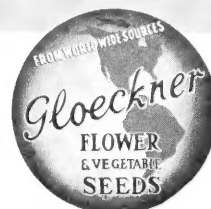
CASH OR C.O.D. ORDERS: (Flower Seeds Only). Under \$5.00 net — \$5.00 to \$25.00 5% — \$25.00 or over 8%.

Prices in this catalog are subject to change without notice. . . . All goods are offered subject to Crop Failures, Shortages or other causes beyond our control, and to being unsold on receipt of order. . . . The prices in this catalog are for the trade only. For your own protection do not loan this catalog to anyone not entitled to Florist or Wholesale prices. . . . Unknown correspondents desiring to open an account are requested to furnish three trade references with whom they have had credit relations.

WARRANTY AND LIMITATION OF LIABILITY: Subject to the limitation of liability herein set forth, we warrant that the seeds or bulbs sold are as described on the container, within recognized tolerances. Our liability on this warranty is limited in amount to the purchase price of the seeds or bulbs. In no event shall we be liable for the crop, or for any loss due to the failure, impairment or quality thereof or varietal variance therein, whether such loss results from breach of the foregoing warranty, from breach of any other provision of the buyer's contract for purchase of said seeds or bulbs, or from any other cause.

Gloeckner

seeds, bulbs, plants and cuttings are selected with diligent care as to type, productivity and freedom from disease so that you may have the best with which to build your prospective crops. Our interest in you and your crops by no means ends with the sale. We are more than anxious to have the materials we sell, grow and prove profitable to you.



GIVE THESE RECENT INTRODUCTIONS A TRIAL... YOU'LL LIKE THEM

PETUNIAS "REDSKIN"

These new F1 hybrid multiflora petunias were developed as companions to Comanche. Your bedding plant customers will like them and come back for more. They have the same general habit as Comanche and are just as vigorous and free flowering. They differ only in color.

APACHE—Bright rose-red
SIOUX—Medium salmon
PALEFACE—Pure white

Prices:

Tr. Pkt. **\$1.75**; 1/64 oz. **\$6.50**; 1/32 oz. **\$11.70**

YODER BROS. SNAPDRAGONS

These hybrid Snapdragons were developed especially for florists and are noted for their long tapering spikes. They are well adapted to single-stem culture and for a pinched crop. Don't overlook them. Complete descriptions will be found on page 4.

Gloeckner **SPECIAL STRAIN VERBENAS**

Here is a dwarf Verbena adapted for growing in 2¼ and 3-inch pots. Each year its popularity grows and we are glad to be able to offer it again in 1955. Be sure and try it. See page 27 for description and prices.

MARIGOLD BROWNIE

This is an outstanding dwarf French single Marigold that your bedding plant customers will go for in a big way. Its blooms of contrasting hues of russet red and golden yellow measure 2 inches across. The fact that these wonderful flowers are produced on plants that do not exceed 1 foot in height makes Marigold Brownie adaptable for any garden use.

Prices: Tr. Pkt. **\$.50** Oz. **\$4.50**

PETUNIA PRIMA DONNA

The large fringed flowers of this bright rose-pink Petunia make it sell on sight. They measure up to 4 inches in diameter. An F1 hybrid grandiflora type, the growth habit is vigorous and the plants are uniformly dwarf, compact and spreading. They may be used in pots on a terrace, in a mixed flower border or for bedding. A bedding plant display is not complete without them.

Prices: Tr. Pkt. **\$2.50** 1/64 oz. **\$8.00**
1/32 oz. **\$15.50**

ANTIRRHINUM

SNAPDRAGONS

VARIETIES FOR GREENHOUSE CULTURE

PINK AND ROSE

	Tr. Pkt.
• Anne Marie —Bright medium pink	\$3.50
• Better Times —Bright cerise rose	2.00
• Christina —Light salmon pink	3.50
• Christmas Cheer —Rose pink	3.00
• Chevy Chase Pink — Pastel pink, darker than Maryland	3.50
• Crusader —Light rose similar to Dorcas Jane.....	3.50
• Dorcas Jane —Early light rose pink.....	2.50
• Gusto —Light pink	3.50
• Kathleen —Pastel pink, long spike, well-placed florets	3.00
• Libby —Dark rose pink	3.50
• Maxine —Early light salmon pink	3.00
• Mary Ellen —Early light rose pink.....	2.50
• Maryland Pink Improved —Early light pink.....	3.50
• Mountain Pink —Medium pink	3.00
• New Times —Bright rose	3.00
• Pamela Pink —Medium pink	3.00
• Pensive —Dark rose pink	3.50
• Peggy Schumann —Rose pink	2.00
• Pink Star —Dark pink	3.50
• Pompey —Light rose pink	3.50
• Rockwood Early Hybrid Pink —Pink shades.....	3.50
• Rockwood Pink Supreme —Brilliant rose pink.....	2.00
• Spartan Rose — Rose-pink hybrid, flowers with Margaret	3.00
• Star Charter —Rose pink	3.50
• Top Flight —Light rose pink	3.50
• Trilbee Pink —Rich pastel pink, large spike.....	3.50
• Whirlaway — Light pink slightly deeper than Mary Ellen	3.50

BRONZE AND ORANGE

	Tr. Pkt.
• Afterglow —Golden orange	\$1.00
• Barbara —Dark bronze	3.50
• Cavalcade —Lively golden bronze	3.50
• Gallant Fox —Deep orange bronze	3.50
• Jubilee —Light bronze	3.50
• Lady Dorothy —Copper red	3.00
• Maryland Orange	3.50
• Schlegel's Early Bronze	2.00
• Sunbriar —Bronze	3.50



WE CAN SUPPLY ANY VARIETY NOT LISTED ABOVE. FOR OTHER GREENHOUSE VARIETIES AND OUTDOOR STRAINS SEE PAGES 4 and 5.

WHITE

	Tr. Pkt.
• Apollo —Ivory white similar to Margaret.....	\$3.50
• Citation —Ivory white	3.50
• Jet Pilot —Medium early paper white.....	3.50
• Junglewood White	2.00
• Lucky Strike Improved	1.50
• Margaret —Ivory white	2.00
• Maryland White —True paper white	3.50
• Rockwood Hybrid White No. 5	3.50
• Schlegel's Early White Improved	1.50
• Spartan White —Mid-winter pure white	3.00
• Tommy Armstrong —Pure white, long stem and spike	3.00
• Twenty Grand —Medium early ivory white.....	3.50

RED

	Tr. Pkt.
• Maryland Red	\$3.50
• Priscilla Ann —Early hybrid crimson	3.50
• Schumann's Velvet Red	3.00
• Schisler's Red	2.00

LAVENDER

	Tr. Pkt.
• Bold Venture —Dark lavender	\$3.50
• Windmill's Lilac —Excellent orchid color.....	2.00
• Schumann's Lavender	2.00

YELLOW

	Tr. Pkt.
• Day Star —Early yellow	\$3.50
• Ethel —Golden yellow	1.50
• Gilbert's Yellow	2.00
• Gold Mine —Deep golden yellow	3.00
• Gold Rush —Early golden yellow	3.50
• Junglewood Yellow —Rich yellow	2.00
• Patricia —Yellow	3.50
• Seabiscuit —Yellow	3.50
• Schlegel's Early Yellow	1.50
• War Admiral —Yellow. Just follows Day Star.....	3.50

• **Indicates Hybrid Varieties**

Sow July 5 to 15 for early winter-flowering pinched crop. Single-stem crop for early winter, sow August 5 to 15. High temperature inhibits germination and one must, therefore, select a cool location for the flats in summer. However, for fall and winter sowing, germinate in 60 to 65 degree temperature.

Precautions should be taken to avoid damping-off. Sterilize soil with steam or other efficient measures, and after the seed germinates, good air circulation and very little watering will help to prevent this trouble.

ANTIRRHINUM

SNAPDRAGONS

VARIETIES FOR GREENHOUSE CULTURE (CONTINUED FROM PAGE 3)

YODER BROS. HYBRIDS

\$3.50 Per Packet (2000 Seeds)

• 1955 INTRODUCTIONS

WHITE

- Jet Pilot**—A medium early paper white, long spikes.
- **White Knight**—Improved paper white. Medium to long compact spikes with well-placed florets; growth firmer and less grassy than Snowman and flowering is earlier.

IVORY

- Apollo**—Larger and more vigorous than Margaret.
- Citation**—Earlier than Margaret, Apollo or Twenty Grand. Very large ruffled floret.
- Twenty Grand**—A medium early winter variety.

ROSE PINK

- Crusader**—Color and season that of Dorcas Jane.
- Gusto**—Somewhat deeper than Mary Ellen. Earlier, and more uniform in flowering.
- Pompey**—Nearly same or little deeper than Dorcas Jane. Earlier, more vigor than Dorcas Jane.
- **Rowenna**—Light rose pink with medium to long spikes. Florets just ahead of Crusader or Pompey. Florets are semi-erect and adhere closely to the stem which makes the variety very adaptable for bunching.
- Star Charter**—A wide floret similar to that of Christina; vigorous uniform growth; close spacing of florets.
- **Wintergreen**—Light rose pink of very fine quality. Unusually compact spikes with uniformly placed florets. Stiff wiry growth with complete lack of grassiness.

LIGHT PINK

- **Rosebud**—Soft pastel pink with long spikes and giant-sized florets. Wing petals are slightly ruffled. Color holds well through April. Displays real hybrid vigor. Strong stems and marked uniformity.
- Top Flight**—Earlier than Christina. Greater vigor. Partially shatterproof.
- Whirlaway**—Medium early; large floret; close spacing; long spike; a little deeper color than Mary Ellen.

DARK PINK

- Pensive**—A little later than Christmas Cheer.
- **Prestige**—Lustrous dark pink; a new color in Yoder snap hybrids. Full spikes of better than average quality flowers in this color class.
- Pink Star**—Early. Dark pink with light salmon overcast.

YELLOW

- **Broker's Tip**—Deep yellow with medium-sized florets. Little or no side growth. Flowers after Seabiscuit and because of its excellent color-holding quality and its vigorous stocky growth it is well adapted for continuing its flowering later into the spring.
- Day Star**—Very early; good uniformity; long spike; flower a little small.
- Seabiscuit**—Follows War Admiral and Day Star.
- War Admiral**—Just follows Day Star. Closer spacing and somewhat larger florets.

These improved hybrid snapdragons are the result of intensive hybridization. They are stiff stemmed and produce long tapering spikes. There is a minimum amount of side shoots which makes them well adapted to single-stem culture as well as for a pinched crop.

LAVENDER

Bold Venture—Rich lavender or bright, light magenta.

BRONZE

Cavalcade—A lively golden bronze; extremely vigorous; long spikes; outstanding keeper.

Gallant Fox—Deep orange bronze.

Sun Briar—Lively orange bronze.

RED

• **Commando**—A good pleasing red plus earliness, clean growth habit, marked vigor and uniformity add up to a fine novelty.

VARIETAL GROUPING—FLOWERING SEQUENCE

For purposes of setting up a program for succession of flowering the grouping given here will indicate the relative sequence in which the varieties will tend to be in full flower.

	A	B	C
WHITE	Jet Pilot	White Knight	
IVORY		Apollo Citation	Twenty Grand
PINK	Gusto Star Charter Rowenna Wintergreen	Crusader Pompey Whirlaway	Rosebud Topflight
DARK PINK		Pensive Pink Star Prestige	
YELLOW	Day Star	War Admiral Seabiscuit	Broker's Tip
LAVENDER	Bold Venture		
GOLD BRONZE	Commando	Cavalcade	Gallant Fox
DARK BRONZE		Sun Briar	

SNAPDRAGON FLOWERING SCHEDULE

Start	Finish	Sow	Prick Off	Weeks Prick off to Cut	Spread	Tot. Crop Weeks	Crop Spacing
Dec. 13	Jan. 1	8/13	8/30	15	3	18	4 x 5
Dec. 27	Jan. 15	8/23	9/13	15	3	18	4 x 5
Jan. 10	Jan. 29	8/30	9/20	15	3	18	4 x 5
Jan. 24	Feb. 12	9/2	9/23	17½	3	20½	4 x 5
Feb. 7	Feb. 26	9/6	9/27	19	3	22	4 x 5
Feb. 21	Mar. 12	9/13	10/4	20	3	23	4 x 5
Mar. 7	Mar. 19	9/17	10/11	21	2	23	4 x 4
Mar. 21	Apr. 2	9/24	10/18	22	2	24	4 x 4
Apr. 4	Apr. 16	10/1	10/25	23	2	25	4 x 4
Apr. 18	Apr. 30	11/18	12/6	19	2	21	4 x 4
May 2	May 14	12/24	1/24	14	2	16	4 x 4
May 16	May 28	1/7	2/7	14	2	16	4 x 4
May 30	June 4	1/31	2/28	13	1	14	4 x 4
June 13	June 18	3/18	4/11	9	1	10	4 x 4

FOR OTHER SNAPDRAGONS SEE PAGES 3 AND 5

ANTIRRHINUM

SNAPDRAGONS

VARIETIES FOR LATE SPRING & SUMMER BLOOM

PINK & ROSE

	Tr. Pkt.
Rockwood's Lavender Rose	\$2.00
Rockwood's Summer Pink No. 1	3.00
Witterstaetter's Orchid	2.50

BRONZE & ORANGE

Witterstaetter's Bronze	\$2.50
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WHITE

Rockwood's Crystal White	\$3.00
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YELLOW

	Tr. Pkt.
Rockwood's Canary Yellow	\$3.00
Rockwood's Summer Yellow—Fairly deep yellow	3.00
Sonny	2.00
Witterstaetter's Yellow	2.50

RED

Rockwood's Summer Red	\$3.00
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STANDARD OUTDOOR STRAINS

MAJUS GRANDIFLORUM

	Tr. Pkt.	1/4 oz.	Oz.
Autumn Glow Shades — Old Rose suffused amber	\$.35	\$1.10	\$3.20
Cherry Rose —A new bright color... ..	.35	1.10	3.20
Fiery Red —Very brilliant35	1.10	3.20
Harmony Shades —Terra cotta yellow, shaded rose35	1.10	3.20
Orange Shades — Deep to light orange35	1.10	3.20
Pinkie —Clear rose35	1.10	3.20
Reveille —Deep luminous yellow....	.35	1.10	3.20
Rosalie —Rich deep rose; underlying tone of topaz or amber35	1.10	3.20
Salmon Shades — Salmon rose, pink and amber35	1.10	3.20
Shasta —Pure white35	1.10	3.20
Wallflower Red35	1.10	3.20
Yellow Jacket —Deep yellow35	1.10	3.20
University of California Mixture35	1.10	3.20

MAXIMUM GRANDIFLORUM

	Tr. Pkt.	1/4 oz.	Oz.
Alaska —(Snowflake)—White	\$.35	\$1.10	\$3.20
Canary Bird —Canary yellow35	1.10	3.20
Copper Queen — Bronzy copper blending to antique gold at the nose35	1.10	3.20
Crimson —Fiery crimson35	1.10	3.20
Indian Summer —Coppery orange scarlet35	1.10	3.20
Loveliness —Soft rose pink35	1.10	3.20
Salmon Rose Shades35	1.10	3.20
Skyscraper Mixture —Pastel shades of ivory, yellow and pink50	3.25	—
Swing Time —Rose pink35	1.10	3.20

Velvet Giant—Deep velvet red. Not a Tetra but looks just like one. Very large and vigorous.

Tr. Pkt	1/4 oz.	Oz.
\$.50	\$1.25	\$3.75

Yellow Giant —Deep yellow35	.85	3.00
Finest Mixed35	.85	3.00

NANUM GRANDIFLORUM

	Tr. Pkt.	1/4 oz.	Oz.
Amber and Gold —Golden Amber, yellow lip	\$.35	\$1.10	\$3.20
Carmine Rose —Bright carmine rose35	1.10	3.20
Golden Queen —Golden yellow50	1.50	5.00
Gloria —Deep rose pink50	1.50	5.00
Indian Girl —Old gold35	1.10	3.20
Orange Glow — Orange suffused old gold50	1.50	5.00
Saint George — Beautiful shade orange cerise50	1.50	5.00
Red Emperor —Rich deep scarlet....	.50	1.50	5.00
Rose Eclipse —Rose pink.....	.50	1.50	5.00
Royal Rose — Deepest and richest rose imaginable50	1.50	5.00
Wildfire —Bright orange scarlet35	1.10	3.20
Finest Mixed35	1.10	3.20

FOR OTHER SNAPDRAGONS SEE PAGES 3 AND 4

TETRA

One of the most satisfactory outdoor snaps. Almost never crippled with rust. Blooming size plants are tall with thick stems which keep the spikes erect and the tips straight. Flowers large, mostly ruffled.

	Tr. Pkt.	1/4 oz.
White Rose — (U.S.D.A. No. 11), salmon pink with white tube. Tall	\$.50	\$2.00
Deep Salmon Pink — (U.S.D.A. No. 6), medium tall, huge florets50	2.00
Bright Rose — (U.S.D.A. No. 10), brilliant rose, medium tall50	2.00
Superfine Mixture — (Tetra Snaps), erect and husky growth, medium tall with huge ruffled florets in many colors and bicolors, some veined50	2.25

COLOSSAL STRAIN

	Tr. Pkt.	1/4 oz.	Oz.
Mixed —Full range of colors. Vigorous plants about 24-30 inches tall. Good for gardens and cut....	\$.40	\$1.75	\$5.00

DWARF STRAIN

	Tr. Pkt.	1/8 oz.
Magic Carpet Mixed	\$.40	\$1.10

AGATHEA — (BLUE DAISY)

	Tr. Pkt.	Oz.
Coelestis —The lovely, free flowering blue Marguerite	\$.30	\$1.70

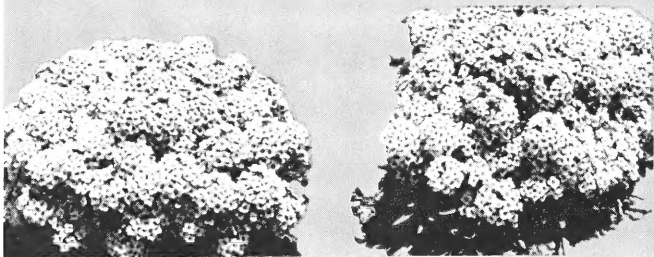
AGERATUM

	Tr. Pkt.	¼ oz.	Oz.
Blue Ball Improved — Dwarf and compact. Uniform rich blue color	\$.40	\$1.30	\$4.25
Blue Cap —Rich blue, very compact	.40	1.20	3.60
Blue Perfection —Dark blue25	.50	1.65
Fairy Pink —Soft salmon pink, 10-12 inches60	1.85	6.50
Little Blue Star —3 inches high, fine for bedding25	1.00	3.50
Midget Blue —Very dwarf with delicate fine foliage; blue flowers.....	.50	1.80	6.00

ALYSSUM

We can highly recommend these strains of Alyssum. Of special merit is our selected strain of "Bouquet" which is considered one of the most dependable on the market.

	Tr. Pkt.	Oz.	¼ lb.
Bouquet —(Carpet of Snow—Procumbens) best dwarf variety.....	\$.20	\$1.00	\$3.00
Little Gem —Dwarf and compact.....	.20	1.00	3.00
Royal Carpet —(Procumbens) Rich purple50	4.50	
Snowdrift — (Tetraploid) — Large white blooms on uniform 12-inch plants. Good for cutting.....	.35	2.75	
Violet Queen — Dwarf compact, rich deep shades of violet.....	.25	1.40	4.25

**AMARANTHUS**

	Tr. Pkt.	Oz.
Molten Fire — Leaves are of iridescent crimson	\$.25	\$2.25
Tri-Color Splendens — (St. Joseph's Coat) Yellow, red and green foliage—3 ft.....	.20	1.35

ANEMONE CORONARIA

	Tr. Pkt.
Blue Poppy —Bright blue	\$.50
De Caen —Fine mixed50
His Excellency —Single fiery scarlet.....	.50

ASPARAGUS

New Crop Seed Ready in Mid-February

	1000 Seeds	5000 Seeds
Plumosus Nanus	\$2.50	\$10.00
Sprengeri	2.50	10.00

ASTERS**BODGER'S WILT-RESISTANT STRAINS
QUEEN OF THE MARKET**

These well-known early flowering Asters are of branching habit, about 20" tall, blooming mid-July.

Azure Blue	Light Blue or Lavender
Ballet Queen —Deep salmon rose	Peach Blossom — Flesh pink
Crimson	Rose
Dark Blue or Purple	White
	Finest Mixed

AMERICAN BRANCHING

Plants 2 to 2½ feet tall, branching, robust, flowers large, double and fine form. Flowers late August and early September.

Azure Blue or Dark Lavender	Rose
Crimson	Shell Pink — (Mary Semple)
Peach Blossom	White —Extra select, long stems
Purple	Finest Mixed

EARLY ROYAL BRANCHING

Plants branching 2 to 2½ feet, blooming mid-August, directly following the Queen of the Market.

Azure Blue or Dark Lavender	Purple
Deep Rose	Shell Pink
Peach Blossom — Lavender pink	White
	Finest Mixed

AMERICAN BEAUTY

Blooms from August and continues until frost. The large and double flowers are produced on long heavy stems; plants 2 to 3 feet high.

Azure Fairy — Dark lavender	September Beauty — Shell pink
Crimson	Silvery Rose
Deep Rose	White
Purple	Finest Mixed

Prices Above: Tr. Pkt. ¼ oz. Oz.
\$.40 \$.65 \$2.00

**AMERICAN BRANCHING****PEACH BLOSSOM**

PRINCESS TYPE (Wilt Resistant)

A very attractive new cutting type of wilt resistant Aster, 2 to 2½ feet tall, branching and free flowering, early blooming, bearing quantities of flowers on strong stems. Blooms mid-August. Good shipper.

- | | |
|---------------------------------|--------------------------------------|
| Anne —Peach blossom | Linda —Clear rose |
| Barbara —Orchid | Margaret —Florist rose |
| Bonnie —Soft salmon rose | Marsha —Rich cinnabar scarlet |
| Elizabeth —Pure white | Susan —Clear deep blue |

Mixed

	Tr. Pkt.	¼ oz.	Oz.
Prices Above:	\$.50	\$.90	\$3.00

SINGLE CHINENSIS (Wilt Resistant)

Plants 1½ to 2 feet tall, flowers daisylike, petals wide and closely placed, blooms in late August.

	Tr. Pkt.	¼ oz.	Oz.
Branching Single Rainbow Mixed	\$.25	\$.45	\$1.65
Upright Single Rainbow Mixed25	.45	1.65

SUPER GIANT (Non-Resistant)

This is the largest and most fully double Aster class known. Plants about 2½ feet tall.

	Tr. Pkt.	¼ oz.	Oz.
El Monte —Crimson	\$.40	\$.85	\$3.00
Los Angeles —Shell pink40	.85	3.00

SHAGGY TYPES

The interlaced petals of the Asters in this group produce an attractive fluffy or shaggy flower that you will find distinctive and popular.

EARLY GIANT

Flowers are of the large Giant of California type, while the plants are shorter, about 1½ feet in height. This class is early blooming, coming into flower by the first week in September.

- | | |
|----------------------|------------------------------|
| Light Blue | Rose Marie —Rich rose |
| Peach Blossom | White |
| | Mixed |

	Tr. Pkt.	¼ oz.	Oz.
Prices Above:	\$.50	\$1.25	\$3.75

IMPROVED CREGO

Plants robust, branching about 2½ feet tall, flowers large, double and well formed, one of the finest varieties for all purposes. Blooming mid-August.

- | | |
|------------------------------|----------------------------|
| Azure Blue | Peach Blossom |
| Blue Flame —Rich blue | Shell Pink |
| Crimson | Purple or Dark Blue |
| Deep Rose | White |
| Light Blue —Lavender | Finest Mixed |

	Tr. Pkt.	¼ oz.	Oz.
Prices Above:	\$.40	\$.65	\$2.00

FLORIST STRAIN (Wilt Resistant)

Used by large commercial specialists in Asters because they have fully double flowers and lack half-single kinds with large open heads.

- Azure Ball**—Fully double light blue.
- Pink Ball**—(Ball Shell Pink)—Large 3½ to 4-inch double flowers on long stems. Rarely shows any center. Blooms mid-August. Excellent flowered under lights in early spring. Needs little disbudding as laterals are few.
- Rose Ball**—(Ball Rose)—Fully double flowers of a good rich rose. Flowers large and solid.
- White Ball**—(Ball White)—The large pure white flowers of this new Aster are exceptionally double and borne on stiff stems. Blooms late August.
- Prices Above:** Tr. Pkt. **\$1.75** ¼ oz. **\$3.20** 1 oz. **\$9.60**

VARIOUS RESISTANT VARIETIES

	Tr. Pkt.	¼ oz.	Oz.
Ball White Early —Royal—White crested center, branching 2 to 2½ feet. Late August	\$.40	\$.65	\$2.00
Ball White Late —American Branching—White 2½ to 3 feet long stems. Early September40	.65	2.00
Ball Deep Rose —Royal—Bright deep rose, 2½ to 3 feet branching. Mid-August40	.65	2.00
Ball Purple —Royal—Deep bright purple, 2½ to 3 feet branching. Late August40	.65	2.00
Early Phlox Pink —American Branching—Clear light rose-pink, 2½ to 3 feet. Late August...	.40	.65	2.00
Heart of France —American Branching—Bright red. Late August.....	.40	1.25	3.75
Powderpuffs —Upright branching 2 feet high. August bloom. Mixed colors	1.00	2.00	5.00

CONTINUOUS FLOWERING OF ASTERS

Sow Seeds	Pot Seedlings	Bench Plants	Flowering Date Approximate
Dec. 20	Jan. 10	March 1	May
Feb. 1	Feb. 20	April 1	June
March 15	April 10	May 15	July
April 20	May 10	June 15	August
May 20	June 10	July 15	September
June 10	July 1	Aug. 15	October
June 20	July 15	Aug. 20	November
July 10	Aug. 1	Sept. 1	December
July 15	Aug. 10	Sept. 15	January
August 15	Sept. 10	Nov. 1	February
Sept. 10	Oct. 1	Dec. 1	March
Oct. 20	Nov. 15	Jan. 1	April

Plants must be given additional light between September 1 and May 1 regardless if they are in seed flats or in the bench. If the plants are not lighted while in small pots, they develop a rosette of leaves and growth of the stem and flowers is delayed. Plants should be lighted until the first flowers show color.

Low wattage bulbs will suffice for additional light. On a four-foot bench, 40-watt lamps spaced 6 feet apart and about 24 inches above the plants will give ample light for this crop.

ADDITIONAL LIGHTING SCHEDULE

- 3 hours during the months of September, October, March and April.
- 4 hours during the months of November and February.
- 5 hours during the months of December and January.

BEGONIA

FIBROUS ROOTED

BEGONIA
SAGA

INTERMEDIATE CLASS

	Tr. Pkt.	1/64 oz.	1/32 oz.
Indian Maid — Red flowers, deep bronze shiny foliage	\$1.25	\$2.75	\$5.00
King of the Reds — Red flowers, green foliage	1.25	2.75	5.00
Lucifer — Scarlet flowers, dark red foliage	1.50	4.00	7.50
Luminosa —Deep scarlet, red-brown foliage	1.25	3.50	6.00
Pink Profusion —Rose flowers, green foliage	1.50	4.50	8.00
Prima Donna —Hybrid Fl, Flowers carmine, foliage tinged red	1.25	2.25	3.75
Salmon Queen — Salmon shaded rose flowers, green foliage	1.25	2.50	4.50
Scandinavian Pink — Rose pink, dark green foliage	1.25	3.00	5.50
Scandinavian White — Like above but white	1.25	3.00	5.50
Stuttgart —Carmine rose, dark red foliage	1.50	4.50	8.00
White Pearl —White flowers, green foliage	1.25	2.50	4.50

TALL CLASS

	Tr. Pkt.	1/64 oz.	1/32 oz.
Christmas Cheer —Crimson scarlet flowers, foliage green	\$1.00	\$2.20	\$3.75

BALSAM

	Tr. Pkt.	1/4 oz.	Oz.
Double Bush Flowering —Flowers appear in clusters at the top of the stems making these an attractive spring sales item in small pots. 3000 seeds per ounce. Scarlet, Rose, White, Mixed	\$.40	\$.75	\$2.50
Double Camellia Flowered Mixed15	.30	1.00

BROWALLIA

Speciosa Major—Violet-blue-flowers 1½ inches across, are carried on 10 to 12-inch stems. Standard pot variety.

Tr. Pkt.	1/16 oz.	1/8 oz.	1/4 oz.
\$1.00	\$2.25	\$4.00	\$7.50

Fibrous Begonias are a necessity item for spring bedding sales. They are used extensively in combination work and are also popular house plants throughout the year.

Production from seed is simple. January sowing produces plants for spring bedding work. The fine seed is lightly pressed into a sterilized fibrous medium. The seed is kept moist, not covered, and germinates best at 60 to 70 degrees. An economical method has been to shift the seedlings to flats spaced 2 x 2 inches and grow them on until they become crowded. Then transfer to 3- or 4-inch pots.

Potting soil should contain one part peat, one part sand and one part soil—a fibrous medium that will not pack is essential. To keep the plants moving, a temperature of 60 degrees is best. The plants do well in shade or full sun, but are best shaded during the summer.

Try monthly sowings from August to March for a constant supply to meet your customer's demand.

DWARF CLASS

	Tr. Pkt.	1/64 oz.	1/32 oz.
Adeline —Rose pink, green foliage	\$1.50	\$3.25	\$6.00
Helena — Carmine scarlet, foliage green, growth pyramidal	1.50	4.50	8.00
Luminosa Compacta —Scarlet red, foliage green	1.50	3.50	6.00
Pink Pearl —Hybrid Fl, Rich pink.....	1.50		
Red Pearl —Hybrid Fl, Scarlet red	1.50		
Rosy Red — Hybrid Fl, Green foliage	1.50	6.00	
Saga —Bright scarlet	1.50	4.00	7.50
Tausendschoen — Hybrid Fl, Lustrous rose pink	1.50		

TUBEROUS ROOTED BEGONIAS

	Tr. Pkt.
Mixed —Camellia flowered double type, plants 1½ ft. tall	\$3.00

BELLS OF IRELAND (Molucella Laevis)

7000 SEEDS PER OZ.

The graceful 2-foot branching stems of this curious plant are covered with 2-inch translucent pale green sheaths. Culture from seed is simple. May be grown in greenhouse benches, pots or outdoors where the season is long.

Tr. Pkt.	1/4 oz.	Oz.
\$.50	\$1.50	\$4.00

CANDYTUFT

GIANT HYACINTH FLOWERED

	Tr. Pkt.	Oz.	1/4 lb.	Lb.
White	\$.25	\$.90	\$3.00	\$10.00
Ruffled White		\$.50	\$1.50	\$4.50
Iceberg50	1.50	4.50

A reselected strain with larger blooms and individual florets.

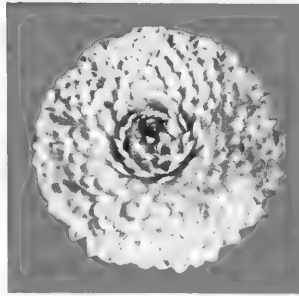
UMBELLATA TYPE

Crimson —Purplish red	Rose Cardinal —Deep red
Flesh —Flesh pink	Rose —Soft rose
Lavender or Lilac	White

Tr. Pkt.	Oz.	1/4 lb.
\$.20	\$.55	\$1.75

CALENDULA

**SENSATION
OR
CAMPFIRE
IMPROVED**



August sowing flowers December to February. Early October sowing to follow Chrysanthemums blooms February and March. January sowing blooms April and May.

	Tr. Pkt.	1/4 oz.	Oz.	1/4 lb.
Ball's Gold — Long stemmed, deep golden yellow	\$.50	\$1.00	\$3.00	\$9.00
Ball Long Orange Improved — Bright orange with light eye. The extra large flowers and long stems make an outstanding variety50	1.00	3.00	9.00
Ball Orange — Glowing orange.....	.50	1.00	3.00	9.00
Lemon Queen — Deep lemon yellow with dark brown eye. Contrasting colors make this yellow variety very effective50	1.00	3.00	9.00
Masterpiece — Long stemmed, clear orange flower with dark center.....	.50	1.00	3.00	9.00
Nova —Single yellow flower with dark center resembling a Gerbera.....	.35	.75	2.50	
Orange King — Dwarf bearing variety, deep orange with dark eye.....	.35		1.00	3.00
Sensation or Campfire Improved —Brilliant orange scarlet sheen.....	.50	1.00	3.00	9.00
Supreme — Orange with dark brown center; unusually free flowering.....	.50	1.00	3.00	9.00

CALCEOLARIA

GILBERT'S STRAINS

This is an improvement over the original Multiflora Nana type. Compact habit of growth; good selection of colors in the mixture; excellent foliage.

AVAILABLE PACKETS ONLY

	Tr. Pkt.
Multiflora Nana Red	\$1.50
Multiflora Nana Yellow	1.50
Multiflora Nana Mixed	1.50
Triumph Strain (Grandiflora) — Large flowered strain, the best in its class	1.00

REGULAR STRAIN

	Tr. Pkt.	1/64 oz.	1/32 oz.
Multiflora Nana Mixed — Dwarf growth with large compact heads of medium sized flowers. This fine strain contains a good range of colors	\$1.25	\$5.00	\$9.00

The soil used in germinating the seeds should be made up of two parts leaf mold, two parts well-rotted manure, two parts soil, and one part sand. Sterilize the soil and flat with steam to eradicate all disease.

Sow the seeds lightly over the surface and cover the flat with a suitable covering. Calceolaria will germinate better when the temperature is cool, therefore, well-shaded locations are better. August sowing will make large plants for May, while November sowing will make good 4-inch plants. Some growers have used the wick irrigation method to germinate the seed with very good results.

CALLIOPSIS DWARF

This annual is very free flowering and recommended for bedding. If continued flowering is wanted old flowers must be removed.

	Tr. Pkt.	Oz.
Golden Wave — Golden yellow with red zone	\$.20	\$.60
Dwarf Varieties Mixed20	.60

CARNATION (ENFANT DE NICE)

One of the best annual Carnations. Plants are strong, robust growers bearing flowers 2½ to 3 inches in diameter on good stiff stems. Do not expect over 75% to come true to color or better than 90% double flowers.

White	Spectrum Red —
Salmon	Intense scarlet
Rose	Yellow
Red	Mixed

	Tr. Pkt.	1/8 oz.
Prices Above:	\$.50	\$2.25

CENTAUREA

CYANUS (Bachelor Button)

Listed below are the finest improved Florist strains of Centaurea cyanus. The flowers are large, fully double and the colors intensified. The long stems of this strain make them excellent for cut flower purposes. May be used for greenhouse flowering in spring, or sown outdoors in fall for flowers in June and July.

Blue Boy —Excellent for forcing	Pinkie —Deep pink
	Red Boy —Deep red
	Snowman —Clear white

	Tr. Pkt.	Oz.	1/4 lb.	Lb.
Prices Above:	\$.20	\$.65	\$2.20	\$6.50

IMPERIALIS (Sweet Sultan)

Brilliant Rose	Suaevolens (Yellow Sweet Sultan) — Large bright yellow flowers, popular for cutting
Deep Lavender	
Delicate Lilac	

	Tr. Pkt.	Oz.
Prices Above:	\$.25	\$1.00

AMERICANA

	Tr. Pkt.	Oz.
Lilac — Thistle-like blooms of rosy-lavender color. Splendid for cutting.....	\$.20	\$.75
White —White form of the above.....	.20	.75

DUSTY MILLERS

(White-Leaved Types for Border Work)

	Tr. Pkt.	1/4 oz.	Oz.
Candidissima — (Lamb's Ear) Silvery grey foliage	\$.60	\$1.25	\$4.00
Gymnocarpa —(Fern Leaf) Fine silvery foliage20	.35	1.00

CINERARIA



CREMER'S PRIZE STRAIN

This strain has been greatly improved by the originator —has small foliage that is wilt-proof with tremendous heads of flowers of the brightest colors.

Tr. Pkt. \$1.50 1/32 oz. \$4.00 1/16 oz. \$7.50

Positively do not use soil that was previously used for Mums and especially so if your Mums were affected with Verticillium wilt or Seidewitz disease. CINERARIAS are attacked by this wilt which is a soil-borne fungus. It will cause the lower leaves to wilt and die and then gradually kill the entire plant. The only prevention for this trouble is to use new field soil from seed flats to finished pot. If you do use old chrysanthemum soil be sure to sterilize it. To be on the safe side, it is recommended to steam sterilize soil before using.

Siter's Hybrids

Trade Mark

They are a distinct improvement over the original Siter's Strain, and because they are Hybrids from original crosses, cannot be offered by anyone but the originator.

This is an entirely new group of Cineraria Hybrids, blended for a perfect combination of colors, ranging from bright-eyed types through the finer pastel shades.

These new types carry large flower heads with medium, large individual flowers.

Seed for 1000 plants.....\$10.00 Seed for 500 plants.....\$5.00

MULTIFLORA GRANDIFLORA NANA MIXED

This is an outstanding German Strain consisting of a beautiful color assortment of bright-eyed types.

Tr. Pkt. \$2.50 1/64 oz. \$5.50 1/32 oz. \$10.00

CELOSIA PLUMOSA

	Tr. Pkt.	1/4 oz.	Oz.
Fiery Feather —(Dwarf) Similar to Flame of Fire, but with somewhat smaller plumes more freely produced in attractive pyramid... \$.40	\$1.40	\$4.40	
Flame of Fire — Fine dwarf type fiery red50	1.50	
Golden Feather — Dwarf same as Fiery Feather, but with golden yellow plumes40	1.40	4.40
Golden Plume —4 ft. golden yellow, for cutting30	.60	2.00
Pride of Castle Gould —Mixed deep crimson to light yellow30	.95	3.30
Thompsonni Magnifica Mixed — Excellent strain35	.70	2.25
Scarlet Plume —4 ft. scarlet30	.70	2.25

CRISTATA

	Tr. Pkt.	1/4 oz.	Oz.
Dwarf Golden Yellow	\$.30	\$.80	\$2.50
Dwarf Empress — Deep scarlet bronzy green foliage30	.80	2.50
Dwarf Firebrand — Large scarlet crimson comb, uniform dwarf growing habit	\$.30	\$.80	\$2.50
Gilbert's Maple Gold —Beautiful combs varying in color from light to dark pink tipped with Gold. Originators Tr. Pkt. (300 seeds).....	\$.50		
Toreador — (New) Uniform strain with red combs and green leaves; 12 inches tall	\$1.00	\$2.20	\$4.00

CHRYSANTHEMUMS (ANNUAL)

Another group which is finding favor with florists for cut flower material. Chrysanthemums last remarkably well as a cut flower, but for best results keep them in water 24 hours before marketing. Sow in mid August to follow early Chrysanthemums. Responds very well to additional light.

Merry Mixture—(Gay Tricolors)..... **\$.40** **\$2.25**

CLARKIA (ELEGANS DOUBLE)

For spring flowering sow in early January and grow in shallow soil in flats or benches. Keep plants on the dry side as vigorous growth is not wanted.

Mixed

	Tr. Pkt.	Oz.
	\$.20	\$1.25

SEE PAGE 36 FOR LISTING OF VARIOUS GREENHOUSE SUPPLIES AND FERTILIZERS

CYCLAMEN



AMERICAN STRAIN

	Per 100	1000
Bonfire or America—Fiery salmon.....	\$2.30	\$21.00
Bright Red	1.75	16.00
Dark Blood Red	1.75	16.00
Glory of Wandsbeck or Perle of Zehlendorf—Dark salmon	2.25	20.00
Orange Beauty—Orange vermilion	2.30	21.00
Pink Pearl	2.30	21.00
Pure Rose	1.75	16.00
Pure White	1.75	16.00
Rose of Marienthal—Soft rose carmine eye	1.75	16.00
Rose of Zehlendorf—Light salmon.....	2.25	20.00
Salmon Rose Imp.	2.25	20.00
Salmon Scarlet	2.30	20.00
White with Carmine Eye.....	1.75	16.00

DAUERNHEIM STRAIN

	Per 1000
Four separate colors available at.....	\$28.00

COLEUS

Windsor Hybrids—Exceptionally fine strain containing an unusually bright assortment of colors.

	Tr. Pkt.	1/64 oz.	1/32 oz.	1/16 oz.
	\$1.75	\$2.75	\$5.25	\$9.50
Glory of Vichy — Small leaved with rose, apricot and copper tints	Tr. Pkt.	1/32 oz.	1/16 oz.	
	\$.75	\$1.50	\$2.50	

CROSSANDRA

Attractive foliage and flower spikes of bright salmon florets make this an interesting pot plant. Sow seed any time. Most easily started in spring, however. Flowers in six to nine months. Grow at 65 degrees in rich, well-drained soil. 50 seeds \$2.00 200 seeds \$6.00

CUPHEA 7000 Seeds per oz.

Firefly—As a spring pot plant or bedding item, the dense plants easily produced from seed reach a height of twelve inches covered with brilliant scarlet flowers.

Tr. Pkt. \$.25	1/8 oz. \$.75	1/4 oz. \$1.35
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Gloeckner STRAIN

This strain is produced by one of the foremost Cyclamen specialists in Europe and is considered outstanding.

We feel that the new colors offered in this strain are vitally necessary if renewed interest is to be aroused in the production and use of Cyclamen.

An asterisk has been placed before the colors considered the best of the newer shades.

	Per 100	1000
*1. Bright Red	\$1.90	\$17.50
2. Light Pink	1.90	17.50
3. Rose of Marienthal—Pink with dark eye	1.90	17.50
4. Lilac	1.90	17.50
5. White with Dark Eye.....	1.90	17.50
*6. Pure White	1.90	17.50
7. Glory of Wandsbek or Perle of Zahlendorf—Dark salmon	2.40	20.00
8. Rose of Zahlendorf—Light salmon.....	2.40	20.00
9. Vermilion	2.50	22.00
10. Aurora—Salmon with ivory sheen.....	2.50	22.00
11. Rocco—Salmon shades fringed rim	2.50	22.00
12. Bonfire	2.50	22.00
*13. Golden Salmon	2.50	22.00
*14. Silver Salmon	2.50	22.00
*15. Salmon Pink with White Rim.....	2.50	22.00
*16. Harlequin—Pink with dark stripes.....	2.50	22.00
17. America	2.50	22.00
18. Victoria—Fringed red selvage dark eye	2.50	22.00
19. Saffron—Red with salmon sheen.....	2.50	22.00
*20. Exquisite—Salmon pink with white rim	2.50	22.00
*21. Apple Blossom	2.50	22.00
*22. Peach—Purest peach blossom color	2.50	22.00
*23. Cattleya—Pale lavender lilac blue.....	2.50	22.00
*24. Sunset—Beautiful strong orange.....	2.50	22.00
25. Dark Red	1.90	17.50
27. Bordeaux—New red shade.....	2.50	22.00
28. Pink with Salmon Eye.....	2.50	22.00
29. Saffron with Silver Rim.....	2.50	22.00

COSMOS (SENSATION)

	Tr. Pkt.	Oz.
Pinkie —Delightful rose pink.....	\$.25	\$1.15
Purity —Glistening white25	1.15
Crimson —Deep red selection of Sensation30	1.30
Radiance —Deep rose with band of rich crimson30	1.60
Sensation Early Mixed —Flowers earlier than other varieties. Wide color range.....	.50	3.50
Mixed25	1.15

HYBRIDA KLONDYKE

	Tr. Pkt.	Oz.
Fiesta —Brilliant gold striped scarlet.....	\$.35	\$2.25

DELPHINIUM

PACIFIC STRAIN VETTERLE & REINELT

This is the finest strain of Delphinium yet introduced. From our personal observations in the field, we find this has unquestionably proven to be the leader in Delphiniums of the better type. The flowers are immense in size, well set on strong, straight stems, do not shatter, and are 40 to 90% mildew resistant. July or August sowing and transplanting into the field during the fall will produce an early crop with large spikes. Delphiniums require a well-drained soil, neutral in reaction. January sowing will produce flowers during the summer.

ASTOLAT SERIES

The color variations in this series extend from pale blush through lilac pink to deep raspberry rose. Large brown, fawn and black bees lend interesting contrast. Tr. Pkt. \$2.25 1/8 oz. \$4.50 1/4 oz. \$8.00

BLACK KNIGHT

The individual florets, 2 to 3" in diameter, are Dark Purple, beautifully rounded form with heavy velvety texture. Very large well formed spikes.

BLUE BIRD SERIES

This series can be recommended as being the clearest medium blues with white bees. They carry well formed round flowers 2 1/4 inches in diameter on very long, graceful spikes.

BLUEJAY SERIES

Color striking. Clear medium to dark blue. Very intense and alive with contrasting bee.

CAMELIARD SERIES

A pure lavender self, with white bee, individual flowers are very round and flat. Excellent growing habits.

GALAHAD SERIES

Flowers Clear White, averaging three inches in diameter, pyramidal spikes, good branching habit, strong whippy stems with a high percentage of mildew resistance.

Prices for all of the above varieties except where noted:

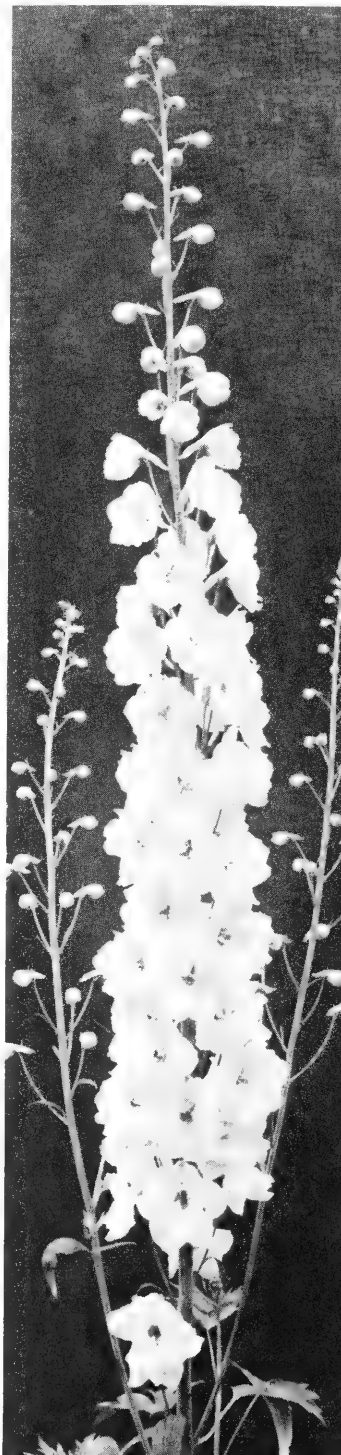
Tr. Pkt. \$2.00 1/8 oz. \$3.00 1/4 oz. \$5.50 Oz. \$20.00

OTHER STRAINS

	Tr. Pkt.	Oz.
Blackmore—Langdon Strains	\$.40	\$3.25
Cliveden Beauty (Improved Belladonna)—Selected strain. Turquoise blue.....	.40	3.25
Bellamosum—Dark blue. Belladonna habit of growth40	3.25
Gold Medal Hybrids—Large flowering. Tall.....	.30	1.75
Lamartine—Fairly deep bright marine blue. Excellent cut flower habit.....	.55	5.00
Wrexham Hybrids—Blending of light and dark shades.....	.55	6.00

CHINENSIS TALL FLORIST STRAINS

	Tr. Pkt.	Oz.
Alba—Pure white	\$.25	\$1.50
Cambridge Blue—Azure blue40	2.75
Liberty—Dark blue25	1.50



DAHLIAS

	Tr. Pkt.	Oz.
Unwin's Dwarf Ideal Bedding Mixed— Early flowering semi-double, 18 inches, in a wide range of colors.....	\$.50	\$2.75
Coltness Hybrids—Dwarf single type, very free flowering, height 2 feet, choice mixed colors40	1.75

These are easy to raise from seed and are overlooked by many florists. Vast improvements have been made in these strains which come remarkably true to type and height. They are early flowering, blooming profusely the same year they are sown. For small pot plant sales in the spring, the seed should be started during January or February. To produce four-inch pot plants for Mother's Day, sow the seed in November.

DIANTHUS HEDDEWIGII LACINATUS

	Tr. Pkt.	Oz.
Gaiety —Single flowers in a wide range of gay and brilliant colors. The deeply cut petals give the flowers a lacy appearance.....	\$.35	\$2.50
Double Gaiety —Large fringed. Colors, white through pink, maroon and red. Good for garden display.....	.55	3.50
Sweet Wivelsfield (Single Mixed)—Brilliant colors. Free flowering.....	.25	1.25

DIDISCUS

	Tr. Pkt.	Oz.
Responds to Additional Light.....		
Coerulea —(Blue Laceflower).....	\$.25	\$1.80

DIMORPHOTECA (African Daisy)

	Tr. Pkt.	Oz.
Aurantiaca —Golden orange. Splendid for cutting; well adapted for forcing.....	\$.25	\$1.25
Aurantiaca Hybrid Mixed25	1.25

DRACAENA

	Lb.	¼ lb.	Tr. Pkt.	Oz.
Indivisa —Narrow green leaves. The popular kind for bedding or vases.....	\$5.50	\$1.65	\$.20	\$.55

EUPHORBIA

	Tr. Pkt.	Oz.
Variegata —(Snow on the Mountain).....	\$.15	\$.50

EXACUM

	Tr. Pkt.	1/28 oz.	1/64oz.
Affine —An attractive and easily grown pot plant. The violet-blue flowers are fragrant.....	\$1.25	\$3.00	\$5.50

FEVERFEW (Matricaria)

	Tr. Pkt.	¼ oz.	Oz.
Double White —Excellent for cut flowers.....	\$.50	\$2.00	\$6.00

FREESIA

The method of producing Freesias from seed is gaining popularity. Sown in frames the middle of May, bulbs can be lifted in September. Large long-stemmed flowers are obtained in January. Soak seed prior to planting. Cover with sash until plants are up, then gradually give air.

Best European Strains. Prices on request.

GAILLARDIA PICTA

	Tr. Pkt.	Oz.
Indian Chief —Single bronzy red.....	\$.20	\$1.00
Double Lorenziana —Finest mixed.....	.20	1.00
Single Mixed20	1.00

GERBERA (Transvaal Daisy)

Hybrids Mixed—A selected strain of fully duplexed flowers containing all colors but blue.
100 seeds \$.65 1000 seeds \$5.50 5000 seeds \$25.00

GOMPHRENA (Globe Amaranth)

An attractive everlasting garden flower with some value for cutting. Stands hot, dry conditions.

	Tr. Pkt.	Oz.
Rubra —Bright deep shade of magenta purple.....	\$.15	\$1.00
Buddy —Dwarf strain for bedding, pots and combinations. Bright reddish-purple.....	.30	2.25

GREVILLEA (Silk Oak)

March sowing will make a good sized specimen by Fall. June sowing will make 2¼ inch pot plants ideal for use in panning poinsettias.

	Tr. Pkt.	Oz.
Robusta —A splendid foliage plant.....	\$.25	\$2.00

GYPSOPHILA (Baby's Breath)

Free blooming plants of easiest culture. Desirable for cutting to mix with other flowers.

	Oz.	¼ lb.	Lb.
Convent Garden Strain —Pure white.....	\$.30	\$.75	\$2.50
London Market Improved30	.75	2.50

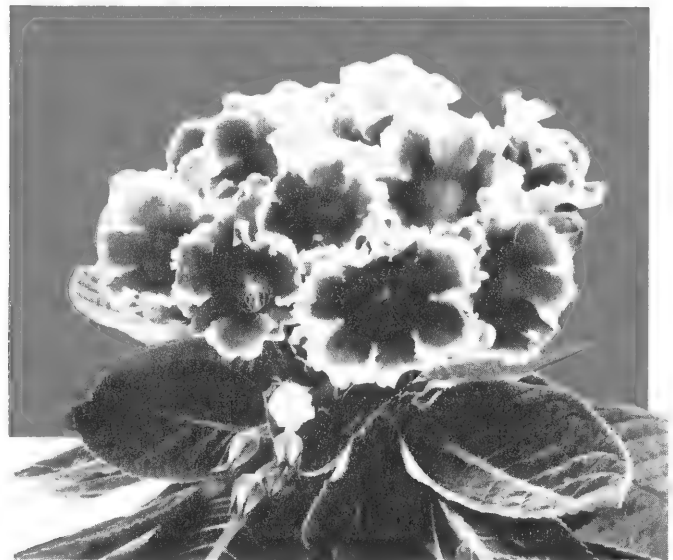
HELIANTHUS (Double Sunflower)

	Tr. Pkt.	Oz.
Sun Gold —Brilliant golden yellow, large double flowers, free flowering. 100% double; 4 to 5 feet tall. Fine for large basket work. Well worth a trial.....	\$.20	\$1.00

GLOXINIA

From the time the seed is sown six months is required to mature this plant.

	Tr. Pkt.
Beacon Fire —Light and dark red mixed.....	\$1.25
Emperor Wilhelm —Purple bordered white.....	1.25
Gierths White —Pure white.....	1.25
Hamburger Blood Red	2.00
Hammonia —Dark red, light border.....	1.25
Holstein Blut —Blood red.....	2.00
Panzer Red —Velvety scarlet.....	2.00
Roi des Rouges —Red.....	1.25
Switzerland —Red with white border.....	1.25
Symphony in Rose —Deep rose with white border.....	1.25
Mixed —This mixture consists of the most desirable Florist strains of the flexible leaf type.....	1.25



HELICHRYSUM MONSTROSUM

	Tr. Pkt.	Oz.
Mixed	\$.20	\$1.00

HUNNEMANIA (Mexican Tulip Poppy)

Sunlite —Semi double brilliant canary yellow.....	\$.25	\$1.75
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IMPATIENS

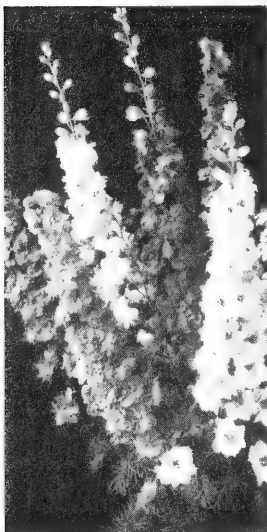
Excellent bedding plant for shady locations that also makes good winter and spring pot plants.

	Tr. Pkt.	1/32 oz.	1/16 oz.	1/8 oz.
Sultani Dwarf Bright Carmine — Compact, free flowering.....	\$1.25	\$2.00	\$3.75	—
Sultani Dwarf Mixture — Bright mixture.....	1.25	2.00	3.75	—
Sultani Hybrids Mixed — Choice mixture.....	.50	—	1.10	2.00
Holstii Leignitzia —Vermilion.....	.50	—	1.10	2.00

IPOMEA (Morning Glory)

	Tr. Pkt.	Oz.	¼ lb.
Clark's Mammoth Blue — (Heavenly Blue Improved—Plant in a dry sandy location and never apply fertilizer.....	\$.25	\$.75	\$2.25
Pearly Gates —Lovely lustrous white with creamy shading deep down in the throat.....	.35	1.65	
Scarlet O'Hara — Rich dark wine red or deep rosy crimson.....	.25	1.25	
Noctiflora —(Moonflower)—Flowers at night.....	.20	.60	1.35

LARKSPUR



Larkspur seed may be sown directly in the open in the fall and will flower the following spring. There are two distinctly different methods used and each has a number of successful supporters. The first method is to sow the seed fairly early in the season about August 15th to September 15th. The small Larkspur seedlings will be sufficiently large enough when cold weather sets in to winter over when given a light mulch. The other method employed is to sow the seed in rows in late October or early November so that it will not germinate until early the following spring. This crop of Larkspur will generally come in shortly after Delphinium Belladonna.

SUPREME STRAIN

A new strain of the popular Giant Imperial or Base Branching Type of Larkspur. Plants have an upright habit with longer spikes and fuller flowers.

- Dark Blue Supreme**—Rich violet purple
- Lilac Supreme**—Clear lilac
- Pink Supreme**—Clear rose pink, deeper in color than Pink King and Los Angeles Improved
- Rose Supreme**—Clear, pure deep rose
- Salmon Supreme**—A true shade of real salmon
- White Supreme**
- Supreme Mixture**

GIANT IMPERIAL OR BASE BRANCHING

- Blue Bell**—Azure blue
- Blue Spire**—Very deep violet blue
- Brilliant Rose (New)**—Deep salmon rose suffused brilliant carmine
- Carmine King**—Deep carmine rose
- Coral King**—Coral pink white shaded
- Dazzler**—Rich scarlet
- Exquisite Pink Improved**—Soft pink shaded salmon
- Gloria Improved**—Deep salmon rose
- Lilac King**—Rich lilac, full double closely spaced florets
- Lilac Spire**
- Los Angeles Improved**—Brilliant pink on salmon
- Miss California**—Deep rose on salmon
- Pink Perfection**—Beautiful shade of lively light salmon pink
- Pink King**—Salmon pink
- Rosalind**—Salmon pink
- Sweet Lavender**—Lavender color
- White King**—Glistening white, huge flowers
- White Spire**—Pure white, early
- Mixed**—Named colors

REGAL STRAIN

Long spikes of well placed florets distinguishes this new strain from all others. It keeps the desirable height and basal branching habits of the Giant Imperials.

- Dark Blue**—Deep violet blue
 - Lilac**—Clear lilac
 - Pink**—Brilliant pink on salmon
 - Rose**
 - Salmon Rose**
 - White**
 - Mixed**
- | | | | |
|----------------------|----------|--------|---------|
| | Tr. Pkt. | Oz. | Lb. |
| PRICES ABOVE: | \$.40 | \$1.80 | \$18.00 |

SUPER MAJESTIC

- Rose Pink**—Rich bright rose pink
 - Deep Salmon Pink**
 - Lavender**—Medium rose lavender
 - Light Blue**
 - White**—Large flowered white
 - Mixed**
- | | | | |
|----------------------|----------|--------|---------|
| | Tr. Pkt. | Oz. | Lb. |
| PRICES ABOVE: | \$.30 | \$1.60 | \$16.00 |

KALANCHOE

For Christmas flowering, shade the plants with black cloth from September 1st to October 10th, from 5 P.M. to 8 A.M. each day and grow in a 60 degree house.

- Tom Thumb**—(Originator's Strain)
—A dwarf strain of Blossfeldiana.
Ideal for pot plants. For best results sow seed in January.....
 - Blossfeldiana**.....
- | | | | |
|--|----------|----------|----------|
| | Tr. Pkt. | 1/64 oz. | 1/32 oz. |
| | \$2.50 | \$5.00 | \$9.00 |
| | .65 | 1.75 | |

KOCHIA

(SUMMER CYPRESS OR MEXICAN FIRE BUSH)

- Childsi**—Improved strain.....
- | | | |
|--|----------|--------|
| | Tr. Pkt. | Oz. |
| | \$.15 | \$.30 |

LINARIA

Excellent for combination work. Resembles a miniature snapdragon. When sown in January will make good material for combination pots for Mothers' Day.

- Fairy Bouquet**—Pastel shades; compact.....
- | | | |
|--|----------|--------|
| | Tr. Pkt. | Oz. |
| | \$.25 | \$1.75 |

LOBELIA

Sow early to get best results. Likes a cool location away from direct sun.

- Blue Stone**—Dwarf bright blue, compact.....
 - Crystal Palace Compacta**—Dark blue.....
 - Mrs. Clibran Imp.**—Dwarf blue, white eye.....
 - Sapphire**—Deep blue, white eye, trailing.....
 - White Lady**—Dwarf, sparkling white.....
- | | | |
|--|----------|--------|
| | Tr. Pkt. | Oz. |
| | \$.35 | \$3.25 |
| | .35 | 3.25 |
| | .35 | 3.25 |
| | .40 | 3.75 |
| | .35 | 3.25 |

LUPINUS (Annual)

GIANT KING

An improved strain 3 to 4 ft. tall. King Lupinus have the base branching habit, with four to six long spikes to the plant. A January sowing will give good 3" pots for spring.

- Sky Blue**—Light blue.....
 - Heliotrope**—Rosy purple.....
 - Blue**—Oxford blue.....
 - White**—Pure white.....
 - Mixed**.....
- | | | | |
|--|----------|--------|---------|
| | Tr. Pkt. | Oz. | 1/4 lb. |
| | \$.25 | \$1.00 | \$3.00 |
| | .25 | 1.00 | 3.00 |
| | .25 | 1.00 | 3.00 |
| | .25 | 1.00 | 3.00 |
| | .25 | 1.00 | 3.00 |

MARIGOLD

BEDDING VARIETIES

DWARF FRENCH DOUBLE

Color Magic—Mixture of red, gold striped and mottled combinations.

Oz. \$3.00 Tr. Pkt. \$.35

	Tr. Pkt.	Oz.
Eldorado —Canary yellow tinted slightly deeper toward the center.....	\$.40	\$2.00
Giant Spry —Blooms twice size of Spry.....	.40	3.00
Golden Harmony — Luminous golden yellow30	1.75
Harmony — Deep orange center petals flanked by wide dark maroon, brown petals30	1.75
Harmony Hybrids —Dwarf attractive mixture of harmony type: crested flowers.....	.30	1.75
Primrose —Double sulphur yellow. Extra fine for borders40	2.00
Rusty Red — (Fandango) — Large flower fully double40	3.00
Scarlet Glow — Mahogany turning to orange scarlet35	1.75
Spotlight — Yellow center; red guard petals30	1.75
Sunkist —Rich deep golden orange.....	.30	1.85
Tangerine —New distinct bright tangerine-orange. Early bloomer. Excellent for cutting40	3.00

DWARF FRENCH SINGLE

	Tr. Pkt.	Oz.
Brownie — Mahogany-red flowers with golden-yellow centers; 2" across.....	\$.50	\$4.50
Fire Cross — (saffron-orange) with brown, red center25	1.75
Flash — Flowers ranging from vivid red through bronze with a few yellow, to give harmonious contrast35	1.75
Naughty Marietta —Golden yellow single flowers with maroon blotch35	1.75
Red Head —Large flowers mahogany turning to bronze and gold.....	.35	1.75
Sunny —Clear yellow35	1.75
Spanish Flag Mixed —Blended mixture of only the dwarf single marigolds in red, yellow and bi-color40	2.00



NAUGHTY MARIETTA

MINIATURE EXTRA DWARF

	Tr. Pkt.	Oz.
Butterball —Dwarf. Soft butter yellow.....	\$.35	\$1.85
Gold Crest —Dwarf double golden yellow35	1.85
Melody —Dwarf. Double brilliant orange... ..	.35	1.75
Spry Hybrids — Miniature flower abundantly produced in new and unusual combinations40	2.00
Spry —Yellow crested center, mahogany-red guard petals35	1.85
Lemondrop —Full double canary-yellow.....	.40	4.00
Yellow Pygmy30	1.85

DWARF DOUBLE AFRICAN

	Tr. Pkt.	Oz.
Cupid —Dwarf. Extra large yellow.....	\$.60	\$5.00
Cupid "Orange Shades" — Dwarf African type. Flowers globular in form ranging in color from light orange through to a deep orange. Odorless foliage.....	.60	5.00
Gypsy Jewels — A mixture of various shades of yellow and orange. Plants dwarf compact and neatly formed.....	.35	2.00
Pot O'Gold —Deep golden orange, 100% double35	2.00



**SPRY
HYBRIDS**

FOR CUTTING VARIETIES

SEE NEXT PAGE



MARIGOLD

(CONTINUED FROM PAGE 15)

TALL VARIETIES FOR CUTTING

AFRICAN TALL DOUBLE

Of comparative recent development, these all double strains produce practically 100% true double flowers.

	1/4 lb.	Tr. Pkt.	Oz.
Fluffy Ruffles —Golden yellow.....		\$.35	\$3.00
Golden Emblem —A distinct shade of deep golden yellow.....		.30	1.75
Orange All Double —Rich orange... \$6.00		.30	1.75
Lemon All Double —Bright lemon yellow	6.00	.30	1.75
Lemon Queen — Bright lemon yellow	6.00	.30	1.75
Prince of Orange Improved	6.00	.30	1.75

CHRYSANTHEMUM FLOWERED

	Tr. Pkt.	Oz.
Glitters —Lemon yellow	\$.35	\$3.00
Happiness —(Medium Dwarf)—About 18" tall. Large flowers of a cheerful golden yellow color. Profuse bloomer45	2.50

MISSION GIANTS

Ball-shaped blooms measure 3" across. For Spring greenhouse or outdoors.

	Tr. Pkt.	Oz.
Goldsmith —Golden orange45	2.50
Yellowstone —Clear golden yellow45	2.50

WINTER FLOWERING

	Tr. Pkt.	1/4 oz.
Colorado Sunshine — This is a marigold selected as a cut flower variety. It is a luminous golden yellow with ruffled and wavy petals. Flowers 3 to 4 inches. Also recommended for outdoor culture. The stems are long and strong.....	\$.50	\$4.50

MIGNONETTE

	Tr. Pkt.	1/4 oz.
Giant New York Market —Selected florist strain	\$1.00	\$2.00

MIMOSA

	Tr. Pkt.	1/4 oz.	Oz.
Pudica —(Sensitive Plant)	\$.30	\$.50	\$1.50



CHRYSANTHEMUM-FLOWERED

GIGANTEA

A remarkable new sweet scented, robust growing extremely large flowered type, ideal for show purposes, florist use and garden decoration. It has also been tested and found good for greenhouse culture.

	Tr. Pkt.	Oz.
Orange Sunset —Deep rich, lively orange	\$.35	\$1.75
Sunset Giants Early Mixed — Exciting blend of orange and yellow shades. Flowers 18 days before regular strains...	.40	3.00

CARNATION FLOWERED

	1/4 lb.	Tr. Pkt.	Oz.
Guinea Gold — Reselected strain orange loosely finished flowers. 2 1/2 feet	\$6.00	\$.30	\$1.80
Real Gold30	1.80
Yellow Supreme	6.00	.30	2.00

MYOSOTIS (Winter Flowering)

	Tr. Pkt.	1/4 oz.	Oz.
Blue Bird	\$.40	\$1.00	\$3.25

NIEREMBERGIA (Dwarf Cup Flower)

Sow seed early to have plants in flower for Decoration Day. Excellent plant for edging and general bedding. Will flower profusely during entire summer.

	Tr. Pkt.	1/32 oz.	1/16 oz.
Purple Robe —Deep violet purple.....	\$.50	\$1.75	\$3.25

PANSIES

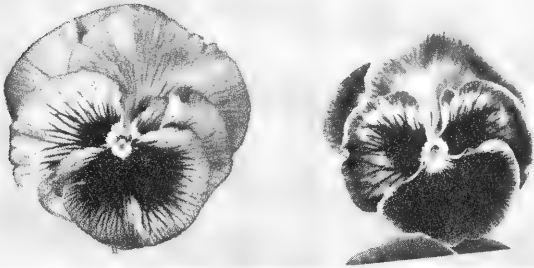
NON PLUS ULTRA

This strain has large, fine flowers of superb texture and excellent markings. It is made up of fourteen separate colors so blended that it gives a perfect color balance to the mixture. It is without question a perfect strain for the commercial trade.

	Tr. Pkt.	1/8 oz.	1/4 oz.	Oz.
Mixed	\$1.00	\$1.75	\$3.50	\$12.00

SEPARATE COLORS

	Tr. Pkt.	1/8 oz.	1/4 oz.	Oz.
Alpenglow — Velvet mahogany-red with dark blotch	\$.80	\$2.00	\$3.50	\$11.00
Berna —Dark violet blue80	2.00	3.50	11.00
Blue —(Ullswater)—Rich clear blue.....	.80	2.00	3.50	11.00
Bronze Shades —Blend of colors ranging from old gold—rich copper to deep browns. A true jumbo strain.				
Coronation Gold — Pure golden yellow, flowers slightly ruffled at edges80	2.00	3.50	11.00
Luna —Sulphur yellow self80	2.00	3.50	11.00
Moon Moth —Pure white	1.75	5.50	9.50	30.00
Pay Dirt —Yellow	2.00	6.50	10.75	33.00
Pure White80	2.00	3.50	11.00
Rheingold —Yellow with blotch80	2.00	3.50	11.00



NICOTIANA (Ornamental Tobacco)

AFFINIS

Showy sweet scented annual plants, giving a continuous display of Summer flowers.

	Tr. Pkt.	Oz.
White	\$.20	\$.75
Crimson Bedder —Compact, deep crimson.....	.30	2.00
Sensation Mixed — Flowers remain open during the day and are fragrant as other varieties. Compact, ideal for bedding	1/4 oz. \$1.00	3.25

SAUVEFOLENS

(Miniature) — White; fragrant; 1 1/2 ft.
1/16 oz. \$.85 .30

PEPPERS (Ornamental)

	Tr. Pkt.	1/4 oz.
Birds Eye —Popular birdseye or holly berry type	\$.50	\$1.25
Christmas Candle —Bears candle-like fruit.....	.50	1.25
Long Pointed —Fine selection, long pointed type50	1.25
Robert Craig — (New dwarf) — Compact, spreading, heavy fruiting.....	Oz. \$6.00	.75 1.75



MIXTURES

PANSY SPECIAL STRAIN MIXED

This strain possesses very large blooms on vigorous plants, and is especially good for bedding. The color range is quite good containing combinations of deep rich colors in the red and wine shades.

	Tr. Pkt.	1/8 oz.	1/4 oz.	Oz.
	\$1.50	\$3.50	\$6.50	\$20.00

	Tr. Pkt.	1/8 oz.	1/4 oz.	Oz.
Arcadia — Brilliant colors and pastel shades form a complete color range in this strain characterized by large flowers on sturdy, dwarf plants.....	\$1.00	\$3.00	\$5.00	\$15.00
Butterfly Hybrids — Contains a large proportion of apricot, terra cotta and rosy, orchid shades in addition to regular colors	1.25	3.35	5.60	17.75
Gloekner's Exhibition80	2.00	3.30	11.00
Jumbo	1.25	3.35	5.60	17.75
Maple Leaf Giants — Large flowering strain75	1.75	3.00	10.00
"400" Super Swiss Giants	1.00	2.70	4.50	14.25
Oregon Giants Mixed — (Originator's Seed) — Fine strain of giant ruffled pansies. Large heavy textured flowers in a good range of colors.....	1.25	2.25	4.00	12.00
Queen Alexandrine — (Felix) — A novel strain with light centers and whisker-like markings. Flowers are large and come in a wide color range. Plants vigorous	1.00	2.20	4.00	12.00
Swiss Giant Improved — A special blend for florists, superlative in form and range of dark, rich colors. Most of the blooms waved.....	.75	1.50	2.75	9.00
Tall Winter Flowering — Tall growing winter cut flower variety	1.00			

NASTURTIUM

DOUBLE GLEAM

Glorious Gleam Hybrids Finest Mixed — Wide assortment colors, sweet scented.....

	Oz.	1/4 lb.	Lb.
	\$.40	\$1.25	\$4.00

DWARF DOUBLE

Golden Globe — Golden yellow, sweet scented

	Oz.	1/4 lb.	Lb.
	\$.45	\$1.50	\$4.50

Gem Mixture — Dwarf compact gem-like plants, excellent color range, sweet scented

	Oz.	1/4 lb.	Lb.
	.45	1.50	4.50

NEMESIA

NANA COMPACTA

Dwarf habit. Branches freely from base. Excellent for pots and combination work.

	Tr. Pkt.	1/4 oz.
Superbissima Mixed — Large flowered bright shades	\$.35	\$1.25

STRUMOSA GRANDIFLORA

August sowing for cut flowers in December. October sowing for spring.

	Tr. Pkt.	1/4 oz.
Finest Mixed	\$.30	\$1.00

PETUNIAS

•F1 HYBRIDS

Your customers will find the F1 HYBRID PETUNIAS listed below noteworthy for their clear strong colors and dwarf compact growth. Their vigor surpasses that found in line-bred varieties, and they remain attractive much longer in bed or pots than non-hybrids. Even as young plants their superiority is evident. They sell on sight. They bloom two weeks earlier.

GRANDIFLORA SINGLE

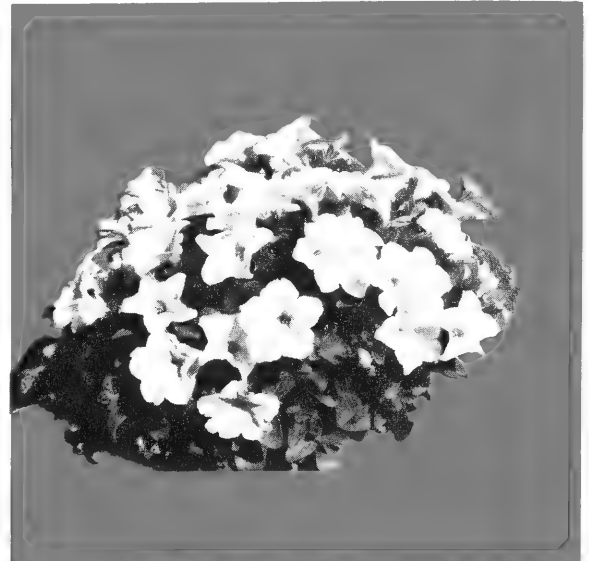
	Tr. Pkt.	1/64 oz.	1/32 oz.
• Ballerina —Soft glowing salmon.....	\$2.50	\$8.00	\$15.50
• Bolero —Carmine rose pink	2.50	8.00	15.50
• La Paloma —Pure White	2.50	8.00	15.50
• Prima Donna —Bright rose pink	2.50	8.00	15.50
• Tango —Deep scarlet salmon	2.50	8.00	15.50

MULTIFLORA SINGLE

• Apache —Bright red rose	1.75	6.50	11.70
• Comanche — Very deep scarlet red	1.75	6.50	11.70
• Linda —Clear, light salmon-pink	1.75	6.50	11.70
• Paleface —Pure white	1.75	6.50	11.70
• Pink Sensation —Clear pink	1.75	6.50	11.70
• Rose Charm —	1.75	6.50	11.70
• Sioux — Medium tone salmon.....	1.75	6.50	11.70

GRANDIFLORA COMPACTA (SINGLE FRINGED—Dwarf)

Carmencita —Deep scarlet salmon	1.50	3.50	6.00
Colorado Sunset —Light rose pink	1.50	3.50	6.00
Gaiety —Rose and white80	1.75	3.00
Lace Veil —Pure white85	2.00	3.50
Rosita — Rose	1.50	3.50	6.00
Setting Sun — Deep rose85	2.00	3.50



HYBRIDA NANA ERRECTA CREAM STAR

DWARF GIANTS OF CALIFORNIA

Ramona Strain—(Select) A dwarf sturdy growing type especially suited to pot culture. Flowers are beautifully ruffled and fringed with open, well-marked throats.

Tr. Pkt.	1/64 oz.	1/32 oz.	1/16 oz.
\$1.75	\$2.75	\$5.00	\$9.50

Dwarf Continental Giants—A selected dwarf strain in an exceptionally fine mixture.

Tr. Pkt.	1/64 oz.	1/32 oz.	1/16 oz.
\$1.50	\$2.75	\$5.00	\$9.00



**DWARF
GIANTS OF
CALIFORNIA**



ALL-DOUBLE VICTORIOUS BLUE BROCADE

HYBRIDA NANA ERECTA (DWARF HYBRIDA CLASS)

	Tr. Pkt.	¼ oz.	Oz.
Admiral — Dwarf blue. Flowers ruffled at edge. 1/32 oz. 3.00; 1/16 oz. 5.50	\$.85		
Blue Bedder — Mid blue	.40	\$1.35	\$4.25
Celestial Rose Improved — Deep rose, very compact	.60	2.25	6.50
Cream Star —Creamy white	.60	2.25	
English Violet — Violet shading to rose	.75	2.75	
Fire Chief — True scarlet. 1/16 oz. 1.65; ¼ oz. 3.00	.50	5.00	
First Lady —Soft light pink. 1/16 oz. 1.40; ¼ oz. 2.50	.60	4.25	
Glow —Dazzling carmine red. ¼ oz. 2.00	.50	4.00	
Glowing Rose — A large and intense color. Similar to Celestial Rose in growth	.60	3.25	
Heavenly Blue Improved — Light blue	.50	1.75	5.50
Howard Star Improved — (Hybrida) — Velvety purple, pure white star	.40	1.35	4.25
Igloo —Dwarf white	.60	2.00	6.50
King Henry — Rich velvet red. Dwarf and large flowered. 1/32 oz. 1.45; 1/16 oz. 2.75; ¼ oz. 5.25	.60	9.50	
Lipstick —Bright cerise rose, shaded salmon with white throat	.50	5.00	
Norma —Blue with white star	.40	1.50	
Radiance —(Hybrida)—Cerise rose with underlying salmon color. Golden yellow throat	.40	1.50	
Rose of Heaven Improved — Very dwarf	.50	1.25	3.75
Rosy Morn Improved —Very dwarf	.50	1.25	3.75
Silver Medal —(Hybrid)—Salmon rose. 1/64 oz. 6.50; 1/32 oz. 11.70	1.75		
Snowball —Pure white, very compact	.40	1.75	5.00
Sunrise — (Special Strain) — Brilliant rose with scarlet flush	.75		
Topaz Queen — (Hybrida) — Extra dwarf. Scarlet rose	.50	1.75	6.00
Twinkles — Brilliant rose starred white	.40	1.75	6.00
Velvet Ball —Deep velvety blood red. 1/32 oz. 1.45; 1/16 oz. 2.75 ¼ oz. 5.00	.75	9.50	
Violet Blue — Compact habit; rich violet blue	.50	1.50	4.75
Violacea —Deep velvety purple	.50	1.40	4.50
Choice Mixed	.35	.90	3.00

GRANDIFLORA SINGLE PLAIN EDGED

	Tr. Pkt.	1/64 oz.	1/32 oz.
Blue Beauty — Distinct shade of violet blue	\$.75	\$1.50	\$2.75
Dazzler —Brilliant scarlet, compact	.75	1.50	2.75
Dwarf Elks Pride — Dwarf dark velvety purple	.85	2.00	3.50
Pink Glory Improved —Flame rose pink, very compact	.85	2.00	3.50
Popcorn —Pure white	1.50	2.75	5.00
Royalty —Large ruffled flowers in a combination of Purple and White	.85	2.00	3.50
Snowstorm Improved — Glistening white, shaded yellow in throat	.85	2.00	3.50
White Cloud — Pure white, dwarf compact	.85	2.00	3.50

GRANDIFLORA SINGLE FRINGED

	Tr. Pkt.	1/64 oz.	1/32 oz.
Dainty Lady —Very pale yellow	\$1.00	\$2.25	\$3.75
Miranda — Rose carmine, dark throats	.75	1.50	2.75
Pink Triumph —Bright rose pink	.75	1.50	2.75
Pride of Portland —Deep pink	.75	1.50	2.75
Romany Lass — Deep crimson, deeper throat	.75	1.50	2.75
Royal Purple —(Marine)	.75	1.50	2.75
Theodosia Improved — Largest fringed rose, gold throat	.75	1.50	2.75
White Beauty	.75	1.50	2.75
Fluffy Ruffles Mixed	.60	1.50	2.75

NANA COMPACTA FRINGED

	Tr. Pkt.	1/64 oz.	1/32 oz.
Innocence — (Fringed Snowstorm) Pure white flowers dwarf compact habit	\$1.00	\$2.50	\$3.75
Little Giants Mixed — (Ruffled) — The blooms are extra large, well ruffled with good open throats and are more of the Dwarf Giants of California Type in both form and size	.75	1.50	2.75
Little Giants, Pink Shades —Same habit as above mixture but shades of pink only	1.00	1.75	3.00

SEE NEXT PAGE FOR ALL-DOUBLE PETUNIAS

PETUNIAS

CONTINUED FROM PAGES 18 AND 19

ALL-DOUBLE PAN AMERICAN

This is an exceptionally fine strain of All-Double Petunias bred and grown in the United States. It is considered one of the leading strains and has large double flowers in the most popular colors.

	Tr. Pkt.	1/64 oz.	1/32 oz.
Allegro — Bright deep salmon, scarlet salmon buds. Flowers dwarf, vigorous and free blooming	\$4.50	\$16.00	\$29.50
Caprice — Brilliant rose pink, dwarf growing vigorous compact. A very popular color.....	4.50	16.00	29.50
Nocturne —Deep midnight purple the deepest color in Petunias...	4.50	16.00	29.50
Rhapsody —Wine purple	4.50	16.00	29.50
Sonata —Pure white, semi-dwarf with deeply fringed flowers.....	4.50	16.00	29.50
Glorious Mixture — A balanced complete mixture of all the above varieties	4.00	14.45	28.00

ALL-DOUBLE VICTORIOUS

	Tr. Pkt.	1/64 oz.	1/32 oz.
Attraction —Rich bright rose and contrasting white variegation. Pure white	\$4.00	\$12.60	\$24.00
Blue Brocade —Violet blue	4.00	12.60	24.00
Fantasy — Velvety violet-blue and white1/28 oz. \$8.50	4.50		
Gaiety —Light rose red. Variegated white markings	4.00	12.60	24.00
Mayflower —Delicate rose color with deeper veining 1/128 oz. \$8.50	4.50		
Purple Glow — Deep glowing purple with velvety blue shade1/128 oz. \$8.50	4.50		
Pure White	4.00	12.60	24.00
Rosy Carmine —(World Beauty) — Bright rose	4.00	12.60	24.00
Victorious Mixed	4.00	12.60	24.00
Gloeckner's All Double Mixed — Consisting of the best of the all double petunias	4.00	14.45	28.00

CALIFORNIA RUFFLED GIANTS (Large Throated)

	Tr. Pkt.	1/64 oz.	1/32 oz.
Coppery Red — Coppery scarlet, dark throat	\$1.00	\$1.75	\$3.00
German Empress — Lilac veined, purple throat	1.00	1.75	3.00
Glamour —Salmon rose, delicately veined brown in the creamy throat85	2.00	3.75
Prince of Wuerttemberg — (Black Price) — Dark crimson, black throat75	1.50	2.50
Princess of Wuerttemberg — Rose deep garnet throat75	1.50	2.50
Supreme Strain — Rose and pink shades	1.00	1.75	3.00
Ruffled Monster Mixed75	1.50	2.50

BALCONY

	Tr. Pkt.	1/4 oz.	Oz.
Black Prince —Deep rich velvety crimson	\$.50	\$2.00	\$6.75
Blue — Rich indigo40	1.50	5.00
Crimson — Velvety40	1.50	5.00
Rose — Brilliant40	1.50	5.00
Balcony Rosy Morn — Pink with white throat40	1.50	
White — Pure white40	1.50	5.00
Mixed Colors40	1.50	5.00



ALL-DOUBLE PETUNIA

PHLOX DRUMMONDI

NANA COMPACTA

	Tr. Pkt.	¼ oz.	Oz.
Apricot	\$.40	\$1.00	\$3.25
Chamois Rose—Deep rose40	1.00	3.25
Fireball—Fiery red40	1.00	3.25
Isabellina — Yellow40	1.00	3.25
Salmon Pink40	1.00	3.25
Snow Ball — Pure white40	1.00	3.25
Mixed40	1.00	3.25

CUSPIDATA (Star Phlox)

	Tr. Pkt.	¼ oz.	Oz.
Mixed — Good color range of toothed and frilled-edged flowers40	1.00	3.25

GIGANTEA

A strain of Phlox Drummondii with flowers measuring 1¼ to 1½ inches in diameter. The habit is erect and uniform, growing from 9 to 12 inches tall.

	Tr. Pkt.	¼ oz.	Oz.
Art Shades Mixed	\$.40	\$1.00	\$3.50
Red Glory—Brilliant red with large creamy white eye40	1.00	3.50
Rosy Morn—Deep rose pink with white eye40	1.00	3.50
Salmon Glory—Deep salmon with cream eye40	1.00	3.50

POPPY NUDICAULE

	Tr. Pkt.	Oz.
Emperor — Extremely large flowered orange	\$.40	\$3.50
Empress—Very large flowering delightful salmon, rose shades40	3.50
Garford Giants Mixed — Pastel colors, picotee markings35	4.00
Sanford's Giants—Finest mixed, vigorous growers, long stems, fine colors30	2.25
Yellow Emperor—Excellent yellow35	4.00

PORTULACA

	Tr. Pkt.	Oz.
Jewel—(Single)—Deep carmine	\$.50	\$3.00
Double — Large flowering mixed. Extra fine quality50	4.00
Single—Large flowering mixed25	2.75

RICINUS

(CASTOR BEANS)

	Oz.	¼ lb.	Lb.
Zanzibariensis Mixed—Very richly colored foliage. Enormous plant, on good soil growing 10' high	\$.20	\$.60	\$2.00

Gloeckner

SPECIAL STRAIN MIXED

This is an exceptionally dwarf strain of phlox especially adapted to pot culture for spring sales. The mixture of colors are well balanced and bright with fine individual flower heads.

This strain has been well tried in many localities as we have had it for a number of years in very limited quantities.

Tr. Pkt.	\$1.00	¼ oz.	\$2.00	½ oz.	\$3.50	Oz.	\$6.00
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SALPIGLOSSIS

Emperor or Superbissima

	Tr. Pkt.	Oz.
Finest Mixed	\$.25	\$1.00

SANVITALIA PROCUMBENS

Very dwarf yellow flowered edging plant sometimes called Creeping Miniature

Zinnia	\$.30	\$2.00
--------------	-------	--------

SAPONARIA VACCARIA

January 15th sowing in shallow flats will flower for Mother's Day

	Tr. Pkt.	Oz.
Rosea—Used in same manner as "Baby's Breath"; feathery pink flowers	\$.25	\$1.00

FOR YOUR FOLIAGE PLANT REQUIREMENTS SEE YOUR GLOECKNER REPRESENTATIVE.

PRIMULA

Seed of *Primula malacoides* sown in June will make good flowering plants for January. September-sown seed will produce good plants for early spring; while later sowings can be grown into small plants for combinations. Little or no fertilizer is recommended during the early growth stages.

MALACOIDES

Springtime—An attractive Salmon-pink, that does not fade with age. Flower stems are strong and support a profusion of good-sized blooms. Unlike many varieties of *Malacoides*, the foliage has good texture and is fairly resistant to rot..... **\$2.00**

Flamingo—(New) clear pink flowers, strong, compact plants **2.50**

GIANT MALACOIDES

Enchantress—Soft salmon **\$1.50**
Snowflake—Pure white **1.00**
Mixed **1.00**

SCABIOSA (OLD MAID'S PINCUSHION)

LARGE FLOWERED TALL DOUBLE

	Tr. Pkt.	Oz.
Ageratum Blue —Mid blue	\$.30	\$2.50
Azure Fairy —Azure blue30	2.50
Blue Cockade —Deep blue30	2.50
Cattleya —Rich rosy lilac, orchid tone.....	.30	2.50
Cherry Red or Crimson30	2.50
Fire King —Fiery scarlet30	2.50
King of the Blacks —Reddish black.....	.30	2.50
Loveliness —Salmon rose shades30	2.50
Peach Blossom30	2.50
Rosette30	2.50
Shasta —Pure white, very large.....	.30	2.50
Special Mixture30	2.50

IMPERIAL GIANTS

	Tr. Pkt.	Oz.
Blue Moon — Flowers composed entirely of broad, heavy, wavy petals. Rich deep lavender blue	\$.30	\$2.40
Coral Moon — Deep and light shades of Salmon Rose40	2.50
Imperial Hybrids Mixed — Large flowers with strong stems. Mixed salmon and rose shades30	2.40
Lavender Moon — Silvery lavender, long-stemmed40	2.50



PRIMULA SPRINGTIME

ERIKSSON'S MALACOIDES

	Tr. Pkt.	1/64 oz.
Glory of Riverside Imp. —True rose pink. Strong grower	\$1.25	\$2.75
White Giant — An exceptionally strong grower and well adapted for combinations	1.25	2.75
Mrs. Eriksson of Riverside —A glowing rose-red. A very strong grower.....	1.25	2.75
Pure White Imp. — Flowers are smaller than White Giant but more abundant... ..	1.25	2.75
Lavender —This variety contains the most beautiful shades of lavender	1.25	2.75
Red —An outstanding glowing red. Large flowered and heavy producer	1.25	2.75

OBCONICA

	Tr. Pkt.	1/64 oz.	1/32 oz.
Fasbender Red	\$1.50	\$2.75	\$5.00
Mohnstein Red	1.50	2.75	5.00
Mueller Rose	1.50	2.75	5.00
White — (Snowstorm)	1.50	2.75	5.00
Blue	1.50	2.75	5.00
Mixed	1.50	2.75	5.00



SCABIOSA BLUE MOON

SALVIA SPLENDENS (Scarlet Sage)



FARINACEA (Blue Sage)

	Tr. Pkt.	1/4 oz.	Oz.
Blue Bedder — Medium lavender-blue 3 ft.	\$.50	\$1.25	\$4.00
Royal Blue — More intense blue than above75	1.50	5.00

EARLY BLOOMING (Mid-July until frost)

	Tr. Pkt.	1/4 oz.	Oz.
Blaze of Fire —16 inches	\$.85	\$2.25	\$7.25
Fireworks — 10-14 inches — See photo. Improves St. John's Fire in its earliness of bloom and dwarf compact growth	1.00	3.00	10.00
Harbinger —16 inch bright scarlet65	1.50	5.25
St. John's Fire —12 inch blooms as young plant	1.00	2.75	9.00
Toreador —Dwarf, improvement of St. John's Fire	1.00	3.00	10.00

MID BLOOMING (Early August until frost)

	Tr. Pkt.	1/4 oz.	Oz.
Firebrand —18 inches.....	\$.85	\$2.25	\$7.25

LATE BLOOMING (Late August until frost)

	Tr. Pkt.	1/4 oz.	Oz.
America —(Globe of Fire) 20 in.	\$.65	\$2.00	\$6.00
Bonfire —(Clara Bedman) 26 in.60	1.50	5.25
Brightness —30 in. more compact than Splendens50	1.40	4.50
Splendens —Original late-flowering variety, 30 inches45	1.40	4.50
Zurich —25 inches65	1.50	5.25

STOCKS NON-BRANCHING

EXCELSIOR COLUMN STOCKS

Apricot — Large flowered creamy buff

Dark blue

Deep Apricot

Gardenia — Shimmering glistening white

Malmaison Pink — Blush pink

Rose Pink — Clear rose pink

Royal Purple

Ruby—Rich crimson red

Silvery Lilac — Lavender

White

Yellow Wonder — Rich creamy yellow with full double florets well arranged on long spikes

Pacific Pink—A true pure pink Stock, extremely good under artificial light. Cream base with a touch of salmon. Does not have bluish cast of other pink and rose-pink Stocks.

Tr. Pkt. \$1.25 1/8 oz. \$2.25 1/4 oz. \$4.00 Oz. \$12.00

PRICES ABOVE:

Tr. Pkt. 1/4 oz. Oz.
\$1.25 \$2.75 \$10.00

SEE NEXT PAGE FOR
BRANCHING STOCKS



STOCKS

(CONTINUED FROM PAGE 23)

BRANCHING STOCKS

GIANTS OF CALIFORNIA

The Giants of California can also be grown similarly to the non-branching type. When grown this way, the side shoots should be removed. For the retail grower the branching types are gaining popularity. These should be planted 8 x 8 inches and topped when 6 inches tall to produce side shoots of sufficient length.

- | | |
|-------------------------------|----------------------------|
| Pacific —Blue | Santa Maria —White |
| Red Woods —Blood red | Tahoe —Lavender |
| Santa Barbara —Chamois | Yosemite —Rose pink |

	Tr. Pkt.	1/4 oz.	Oz.
Prices Above:	\$.40	\$1.40	\$4.50

BISMARCK (Early Giant Imperial)

This class continues to be popular with the florist for a cut flower. It is also excellent for bedding.

- | | |
|----------------------------------------|---------------------------------------|
| Buttercup —Rich yellow | Fiery Blood Red |
| Chamois —Ivory, tinted old rose | Flesh —Bright flesh |
| Dark Blue or Purple | Golden Rose —Light golden rose |
| Elk's Pride —Rich deep purple | Lavender —Silvery lilac |
| | White |

	Tr. Pkt.	1/4 oz.	Oz.
Prices Above:	\$.40	\$1.25	\$4.00

DWARF TEN-WEEK

Large Flowering for Pot Plants and Bedding

- | | |
|----------------------|--------------------------|
| Blood Red | Lavender |
| Canary Yellow | Purple |
| Carmine Pink | White |
| Deep Rose | Mixed —All colors |

	Tr. Pkt.	1/4 oz.	Oz.
Prices Above:	\$.35	\$.75	\$2.75

TRYSOMIC GIANT IMPERIAL (Branching)

Years of research went into producing Trysomic Stock that produces 85 per cent or more double-flowered plants when sown from seed. In addition to this excellent trait, when the seedlings reach the four-leaf stage you can pick out the small, weak ones that will develop into singles and thus insure yourself close to 100 per cent double-flowering plants.

- | | |
|---------------------------|----------------------|
| FIERY RED | NAVY BLUE |
| BRIGHT ROSE | CANARY YELLOW |
| CHAMOIS —Buff-pink | WHITE |
| LILAC LAVENDER | CHOICE BLEND |

	Tr. Pkt.	1/8 oz.	1/4 oz.	Oz.
Prices Above:	\$1.75	\$2.75	\$5.00	\$18.00

Stocks are very satisfactory for Winter and Spring flowering. Sowing the seed in August and benching in October, the first flowers may be cut before Christmas if additional light (40-60 watt lamps spaced 5 feet) is used. Without this aid, the crop will come into flower in January. Continuity of bloom may be obtained by successive sowings. This non-branching type, which has come into general use, should be planted 3 inches in the row and 6 inches between rows, producing a single stem. The branching types should be planted 8 x 8 inches and topped when 6 inches tall to produce side shoots of sufficient length.

Flowering of stocks only occurs when the temperatures are below 60 degrees for the greater part of the night. To secure the greatest percentage of doubling, the largest and most vigorous plants should be selected.

SOWING DATES OF COLUMN OR NON-BRANCHING STOCKS FOR THE VARIOUS BLOOMING DATES

Time of sowing	Flowering	Time of sowing	Flowering
August 1.....	January	December 1.....	May
September 1.....	February	January 1.....	Mother's Day
October 1.....	March	February 1.....	June
November 1.....	April	February 15.....	June 15



SWEET PEAS

TURN TO PAGE 26
FOR SUMMER-FLOWERING
VARIETIES

EARLY WINTER FLOWERING

PINK

- Annie Laurie**—Pure rose pink
Ball Rose Improved—Cerise pink
Jeanne Mamitsch—Cerise pink
Josie — Brilliant rose pink, long stems
Laddie Improved—Long stemmed giant rose, pink
Majestic Rose—Deep brilliant rose pink
Rose Queen Improved—Rose pink
Shirley Temple — Delightful soft rose pink

BLUE

- Blue Bonnet**—Best clear blue
Mrs. Herbert Hoover — Clear blue
Princess Blue — Rich belladonna blue

ORANGE

- Ball Orange Improved**—Clear deep orange
Sequoia — Golden salmon cerise, large flowers
Treasure Island—Sparkling shades of golden orange
Valencia—Sunproof orange

LAVENDER

- Fragrance**—Clear lavender
Harmony—Clear lavender
Lavanda—Clear lavender
Memory—Clear rosy lavender
Triumph — Lilac mauve, long stemmed
Twilight — Lavender, with larger flowers than Harmony, which is nearest this color; vigorous grower

RED

- Bright Light**—Flaming scarlet
Fiesta — Red
Grenadier—Dazzling scarlet
Mars—Rich deep crimson
Pride—Pure deep even cerise
Signal Red—A real sunproof scarlet of great brilliance

WHITE

- Hope**—(Black Seeded) Pure white
Snowstorm—White
White Harmony — (Black Seeded)

	Oz.	1/4 lb.	Lb.
Prices:	\$.55	\$1.65	\$6.00

ZVOLANEK'S MULTIFLOWERED CLASS

A new, free-flowering class of Sweet Pea which produces many stems with five and six flowers. Stems are exceptionally long as well, making this a profitable market variety.

- Lavender** — Giant size blooms on exceedingly long stems.
Orange Cerise — Characterized by its vivid color and large flowers.
Rose — Vigorous grower with large, medium-rose flowers.
Salmon Pink — Rose-pink flowers with tinge of salmon. Four and five flowers to the stems which are long but not so strong as the other varieties in the class.

- Whirlwind**—Considered the best of the group. Five or six flowers of a light rose are borne on strong 14-inch stems. Vigorous grower.
White — Pure white flowers, many fives, are carried on strong stems. Good for wedding work.

	1/2 oz.	Oz.	4 oz.	Lb.
Prices:	\$1.75	\$3.00	\$10.00	\$35.00

SPRING FLOWERING CUTHBERTSON STRAIN

This class of Sweet Peas replaces Spring-Flowering of types previously offered. Indoors, seed sown November 1st, will bloom in April. The Cuthbertson Class is recommended for sowing after November 1. It needs strong spring sun to bloom.

It is exceptionally successful outdoors, in the North, flowering two weeks later than the Early Flowering, and two to three weeks earlier than the Summer Flowering.

- Billy**—Bright cerise rose on salmon
Carol—Strong growing clear pink
Coline—Vigorous sunproof scarlet
Danny—Navy blue
Doris—Deep cherry rose
Evelyn—Salmon cream pink
Frank G. — Strong growing lavender

- Hazel**—Light blue
Janet—A pure black seeded white
Jessie — Wavy flowers of clear satin mauve
Lois — Rose pink on white background
Tommy—Clear medium blue
Mixed
- | | | | |
|---------|---------|--------|---------|
| | 1/2 oz. | 1 oz. | 1/4 oz. |
| Prices: | \$.35 | \$.55 | \$1.65 |

SWEET PEAS

(CONTINUED FROM PAGE 25)

*—Six Best

SUMMER FLOWERING

WHITE

***Gigantic**—White-black seeded
Snow White

PINK

***Pinkie**—Large rose pink
***Crony**—Shrimp pink
Floradale—Rich salmon pink on cream ground
Pink Frills—Rich cream pink

LAVENDER

King Lavender—Clear lavender
***Highlander**—Pure lavender
Powerscourt—Large lavender

RED

***Welcome**—Dazling scarlet
Rubicund—Crimson scarlet

ORANGE

***Orange Flare**
Tangerine Improved—Fiery orange

BLUE

Reflection—Clear mid blue
Flagship—Deep navy blue

	Oz.	1/4 lb.	Lb.
PRICES:	\$.40	\$1.25	\$4.00

UNWIN STRIPES (BUTTERFLY HYBRIDS)

A late Spencer type for outdoor growing, this new and novel variety produces a mixture of maroon, carmine, red, lavender and apricot stripes and variegation on a cream base. Unwin Stripes is also outstanding for excellent vigor and produces four large florets on strong stems.

	Oz.	1/4 lb.	Lb.
PRICES:	\$1.50	\$4.00	\$9.00

SCHIZANTHUS

Late summer sowing planted after early Chrysanthemums should flower in March. If additional light is used from October 25, blooming will start in January.

Dr. Badger's Hybrids —A brightly colored large-flowered strain of medium height. Suitable either for pots or cutting.....	Tr. Pkt.	1/4 oz.	
	\$.50	\$1.25	
Brilliant Blend —Dark, bright colors, suitable for cutting. If properly pinched will make a good plant.....		.50	1.25
Excelsior Compactus Mixed —Very dwarf (10" approx.) for pots.....		.65	2.00

SHAMROCK

True Irish	Tr. Pkt.	1/4 oz.	Oz.
	\$.20	\$.35	\$1.20

STATICE SUWOROW

RUSSIAN OR RAT TAIL STATICE

	Tr. Pkt.	Oz.
	\$.25	\$1.50

STATICE SINUATA

Heavenly Blue —Bright clear sky-blue	Tr. Pkt.	Oz.	Lb.
	\$.50	\$1.00	\$10.00
Kempf's Tall Improved —Deepest blue20	.50	6.75
Lavender20	.50	6.75
Market Rose —(New)20	.50	6.75
Rosea Superba20	.50	6.75
Snow White —Greatly improved white20	.50	6.75
Yellow —(Bonduelli)20	.50	6.75
Choice Mixed20	.50	6.75

STREPTOCARPUS

Wiesmoor Hybrids—Flowers fringed and crested 4-5 inches across. Adaptable for pots. Sow October to March for year-around pots or cutting.....

	Tr. Pkt.	1/64 oz.
	\$1.25	\$2.75

THUNBERGIA—BLACK EYE SUSAN

Mixed	Tr. Pkt.	Oz.
	\$.20	\$1.10

TITHONIA—MEXICAN SUN FLOWER (EARLY FLOWERING STRAIN)

Avalon —Early flowering with large blooms of reddish orange produced on long stems.....	Tr. Pkt.	1/4 oz.	Oz.
	\$.30	\$.55	\$1.80
Torch —Orange red flowers. Plants grow waist high and flower from August until frost.....	1/8 oz.	\$.90	.40 1.50 4.50

TORENIA

Fournieri—Rich combination of deep blue with violet splotches on lip. Good for Combinations, Pot Plants and Bedding.....

	Tr. Pkt.	1/8 oz.	1/4 oz.
	\$.50	\$1.25	\$2.25

VINCA

An excellent Bedding Plant. Sow seed in August or September.

Alba Pura —Pure white	Tr. Pkt.	1/4 oz.	Oz.
	\$.30	\$.60	\$2.00
Kermesina —Crimson30	.60	2.00
White with eye30	.60	2.00
Rosa —Pink30	.60	2.00

VERBENA

Gloeckner

SPECIAL STRAIN MIXED

A fine mixture of dwarf Verbena for spring bedding plant sales. The plants are very dwarf in habit and have a splendid range of colors containing many of the eyed types through the mixture.

This is an excellent dwarf Verbena especially adapted to growing in 2 1/4" and 3" pots.

This is the first time we have been able to offer this seed in quantity.

Tr. Pkt. **\$1.00** 1/4 oz. **\$2.00** 1/2 oz. **\$3.50** Oz. **\$6.00**

DWARF COMPACTA

(An Extra Dwarf Type)

	Tr. Pkt.	1/4 oz.	Oz.
Blue Sentinel	\$.55	1.50	\$ 5.00

Crystal — Pure white flowers produced in abundance.....	.75	2.00	6.00
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Fireball50	1.10	3.25
Pixie—Bright red with eye.....	.50	1.10	3.25

Sparkle — Bright scarlet red with large white eye.....	.75	2.00	6.00
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White50	1.10	3.25
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BUSH-TYPE VERBENAS (New)

These new "Bush-Type" Verbenas are becoming very popular for their uniform, vigorous and upright growth. Eight to ten inches high, the plants are topped with a dense mass of flower heads.

	Tr. Pkt.	1/4 oz.	Oz.
Firelight—Vivid solid red	\$.55	\$1.30	\$4.00
Roselight—Bright rose, white eye..	.55	1.30	4.00
Salmon Queen—Salmon-pink55	1.30	4.00
Snow White55	1.30	4.00
Starlight—Blue, cream eye55	1.30	4.00
Bush Type Blend—Brilliant mixture of above55	1.30	4.00

HYBRIDA MAMMOTH

	Tr. Pkt.	Oz.
Dannebrog — Intense scarlet with large white eye. Very compact which makes it useful for bedding. The rich sparkling color of this showy verbena comes true to type	\$.40	\$2.85
Ellen Willmott40	2.85
Golden Queen—Best yellow40	2.85
Mary Flower—Pink40	2.85
Purple Mantle40	2.85
White40	2.85



HYBRIDA GRANDIFLORA GIGANTEA

A popular bedding plant due to its free flowering qualities. Seed must be sown early to get good plants for Spring.

	Tr. Pkt.	1/4 oz.	Oz.
Beauty of Oxford Hybrids — Rose pink to rose red shades.....	\$.40	\$.80	\$2.85
Brightness — Bright cerise scarlet; white eye40	.80	2.85
Cerise Queen—Salmon cerise40	.80	2.85
Crimson Glow—Glowing crimson..	.40	.80	2.85
Giant Salmon Pink — Salmon pink with white eye40	.80	2.85
Lavender Glory — Large flowered lavender with light eye.....	.40	.80	2.85
Luminosa — Fiery pink shading to salmon40	.80	2.85
Royale—Blue with creamy yellow eye40	.80	2.85
Spectrum Red—Intense bright red40	.80	2.85
White — Pure white40	.80	2.85
Mixed40	.80	2.85

VENOSA

	Tr. Pkt.	Oz.
Lilacina—Delicate lavender blue	\$.50	\$1.75

ZINNIAS

GIANT CACTUS FLOWERED

	Tr. Pkt.	1/4 oz.	Oz.
Blaze Mandarin-red.	\$.75	\$1.25	\$3.75
Burpee Hybrids — Varied mixture of brilliant colors and blends50	1.00	3.00
Eskimo — Flowers open creamy white changing to pure white as they mature. Needle petals not twisted75	1.25	3.75
Floradale Scarlet — Vibrant red with twisted flat petals40	.50	1.50
Riverside Beauty —Luminous pink with curled and twisted petals.....	.50	1.00	3.00
Sunny Boy — Rich buttercup yellow, flat reflexed petals.....	.75	1.25	3.75



DAHLIA FLOWERED

BODGER'S GOLD MEDAL STRAIN

The center petals of this popular class incurve giving the blooms a deep, full appearance.

Canary Bird —Rich canary yellow
Crimson Monarch —Deep crimson, flowers very large
Dream —Deep lavender
Eldorado —Salmon apricot
Exquisite —Light rose, deep rose center
Golden Dawn —Golden yellow
Golden State —Golden orange
Illumination —Deep rose self
Luminosa —Bright deep pink
Oriole —Orange and gold bicolor turning deep orange
Polar Bear —Large pure white
Purple Prince
Scarlet Flame —Bright scarlet
Will Rogers —Brilliant scarlet red
Finest Mixed

Prices Above:

Tr.Pkt.	1/4 oz.	1/2 oz.	1 oz.	1/4 lb.	Lb.
\$.30	\$.50	\$.85	\$1.35	\$4.00	\$14.50



FANTASY

Melody —Orchid lavender
Orange Lady —Rich shade of deep bright orange
Rosalie —Bright intense rose
Star Dust —Golden yellow
White Light —White
Wildfire —Rich dazzling scarlet
Finest Mixed —A bright colorful mixture of shaggy petaled medium sized double flowers, excellent for cutting.

Prices Above:

Tr. Pkt.	1/4 oz.	Oz.
\$.30	\$.45	\$1.25

Peppermint Stick — Contains a wide color range of Pumila-type flowers, 60% of which are beautifully striped. An improvement over previous striped strains.

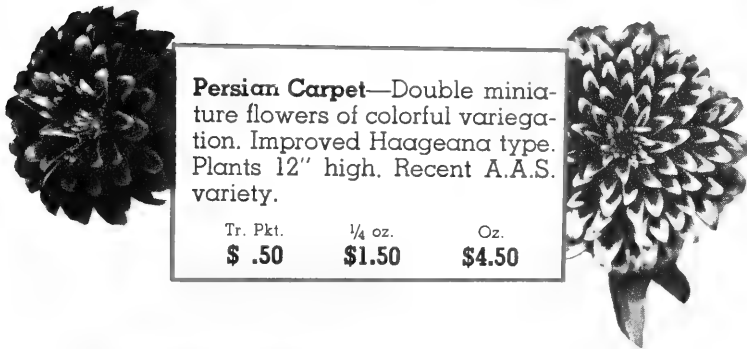
Tr. Pkt. \$.35	1/4 oz. \$.75	Oz. \$2.25
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GIANT CALIFORNIA OR MAMMOTH FLOWERED

This type has rapidly gained in popularity. The plants, which are three to four feet in height, are taller than the Dahlia Flowered class and have long stems which adapt them for use as a cut flower. The large flat flowers with imbricated petals give a graceful effect. Their colors are brilliant and clear.

- Brightness—Bright pink
- Cherry (Cerise) Queen—Brilliant cherry rose
- Crimson Queen—Rich crimson
- Daffodil Improved—Canary yellow
- Enchantress—Light rose, deep rose center
- Golden Queen—Golden yellow
- Grenadier—Bright, dark red
- Isabellina—Creamy buttercup
- Lavender Queen—Deep rosy lavender
- Miss Willmott—Soft pink
- Orange King—Cadmium or orange scarlet
- Orange Queen—Golden orange
- Purity—White, best white in Zinnias
- Rose Queen—Striking bright rose
- Salmon Queen—Salmon rose
- Scarlet Queen—Glowing deep scarlet
- Violet Queen—Deep purple
- Finest Mixed—From named varieties



Persian Carpet—Double miniature flowers of colorful variegation. Improved Haageana type. Plants 12" high. Recent A.A.S. variety.

Tr. Pkt.	1/4 oz.	Oz.
\$.50	\$1.50	\$4.50

Prices Above:

Tr. Pkt.	1/4 oz.	1/2 oz.	1 oz.	1/4 lb.	Lb.
\$.25	\$.45	\$.75	\$1.25	\$3.75	\$13.50

IMPROVED LILLIPUT

(Pompon or Baby Zinnias, Special Florists' Strains)

The Lilliputs are among the most popular Zinnias for cut flower use. The flowers are small, compact and symmetrical, on strong stemmed 1 1/2 ft. plants.

- Canary Gem
- Crimson
- Dainty Gem
- Golden Gem
- Lilac Gem
- Pink Gem
- Purple Gem
- Rosebud
- Salmon Gem
- Scarlet Gem
- White Gem
- Pastel Mixture

Finest Mixed

Prices Above:

Tr. Pkt.	1/4 oz.	1/2 oz.	1 oz.	1/4 lb.	Lb.
\$.25	\$.40	\$.70	\$1.25	\$3.75	\$12.00

LILLIPUT TOM THUMB

Mixture—Plants 4"-6", compact with well formed flowers of the Lilliput type. In red, orange, yellow, pink, rose and pastel shades \$.35 \$1.50

HAAGEANA DOUBLE

(Mexican Hybrids)

Finest Mixed	Tr. Pkt.	Oz.
.....	\$.30	\$2.00

GAILLARDIA FLOWERED

(Navajo)

Finest Mixed — Bi-colors; mellow tones; fine for cutting..... \$.35 \$1.50

GRACILLIMA

(Red Riding Hood)

Deep Scarlet — Miniature red flowers, 1 ft. - 2 ft. free flowering..... \$.25 \$1.50

SUPER CROWN O'GOLD

Each petal of the flower is overlaid with a deep golden yellow at the base, while carrying out the individual flower color at the tip.

Pastel Tints — Contains a wide range of pastel shades..... \$.25 \$.50 \$1.50

ELEGANS PUMILA DOUBLE

- Canary Yellow
- Crimson
- Golden Orange
- Pinkie—Rose pink
- Salmon Rose
- Spun Gold—Butter yellow
- Sunshine Tints—Rich pastel shades
- Tangerine—Orange with red tinge
- White
- Choice Mixed

Tr. Pkt.	Oz.	1/4 lb.
Prices Above: \$.20	\$1.00	\$3.00

Gloekner PERENNIAL FLOWER SEED

ACHILLEA

Ptarmica, the Pearl—Double pure white borne in dense heads..... $\frac{1}{4}$ oz. **\$1.25** **\$.30**

AGROSTEMMA

Coronaria Atrosanguinea — Deep blood red **\$.20** **\$.60**

ALYSSUM

Saxatile Compactum — Dwarf shrubby habit with dense heads of golden-yellow flowers. Blooms from early spring through June and grows 4 to 12 inches high **\$.20** **\$1.00**

ANCHUSA

Italica Dropmore—Flowers resemble clusters of giant Forget-me-nots and are turquoise blue. Plants attain a height of 3 to 5 feet and bloom during June and July **\$.25** **\$.60**

Myosotidiflora—Produces large sprays of tiny blue Forget-me-not flowers above large heart-shaped leaves..... $\frac{1}{4}$ oz. **\$2.50** **.60**

ANTHEMIS

Kelwayi — One of the best of the hardy Marguerites, produces yellow daisy-like flowers over a long season **\$.20** **\$.70**

Tinctoria, Perry's Variety — An improved form, of deep golden yellow **.30** **1.60**

ARMERIA

Formosa Hybrida — Various shades of rose pink $\frac{1}{4}$ oz. **\$1.40** **\$.40**

ARABIS

Alpina White—Attains a height of 6". The plant flowers very early and is of a spreading nature. The white flowers which appear from early spring to May are so numerous that no foliage is visible **\$.30** **\$2.00**

ASTER

Alpinus Mixed—Plants attain a height of about 9" suitable for rockery, or front of borders, where they make a nice display during May and June ... $\frac{1}{4}$ oz. **\$1.95** **\$.60**

ASCLEPIAS

Tuberosa—Very showy and popular native plant during July and August bearing flowers of brilliant orange scarlet..... **\$.35** **\$3.00**

AQUILEGIA

Coerulea—Rocky Mountain Blue Columbine. Clear blue with a white corolla..... **\$.40** **\$3.30**

Crimson Star Hybrids — Bicolor dark red with white $\frac{1}{4}$ oz. **\$3.00** **.60**

Long Spurred Blue Shades $\frac{1}{8}$ oz. **\$1.10** **.60**

Long Spurred Orange and Scarlet Shades **.60** **4.40**

Mrs. Scott Elliott's Hybrids — The most popular Columbine **.50** **4.00**

Longissima — Extra long spurred pale yellow $\frac{1}{16}$ oz. **\$2.50** **.60**

Rose Queen—Pink with white corolla **.40** **3.25**

Snow Queen—The largest pure white **.40** **3.25**

BELLIS (English Daisy)

The English Daisy starts to produce its flowers in the early spring on low plants which grow about 3" tall. They also produce well in the fall when it is cooler.

	Tr. Pkt.	$\frac{1}{4}$ oz.
Perennis Monstrosa — Pink	\$.60	\$3.75
Perennis Monstrosa — Red60	3.75
Perennis Monstrosa — White60	3.75
Perennis Monstrosa — Mixed60	3.75

CARNATION

	Tr. Pkt.	$\frac{1}{4}$ oz.
Early Vienna —Very dwarf	\$.60	\$2.75
Grenadin Mixed60	2.50

CENTAUAREA

Montana — Has numerous deep blue flowers resembling Centaurea Cyanus on plants growing about $1\frac{1}{2}$ feet tall. Flowers early **\$.30** **\$1.50**

CERASTIUM

	Tr. Pkt.	Oz.
Tomentosum — Snow In The Summer is a very descriptive name for this low-growing plant. Grows about 6" high. Its small white flowers are produced in June. Excellent for rockeries	\$.30	\$2.00

CHEIRANTHUS (SIBERIAN WALLFLOWER)

	Tr. Pkt.	Oz.
Allioni —The Siberian Wallflower, a biennial, produces its bright orange flowers on 15" spikes from May to September. To keep plant blooming, flowers must be cut	\$.20	\$.45

CAMPANULA

Calycanthema — (Cup and Saucer). One of the most showy of this group. The flowers are large on stalks that attain a height of about 2 feet. Good for cutting.

	Tr. Pkt.	Oz.
Blue	\$.25	\$1.75
Lilac25	1.75
Pink25	1.75
White25	1.75
Mixed25	1.75

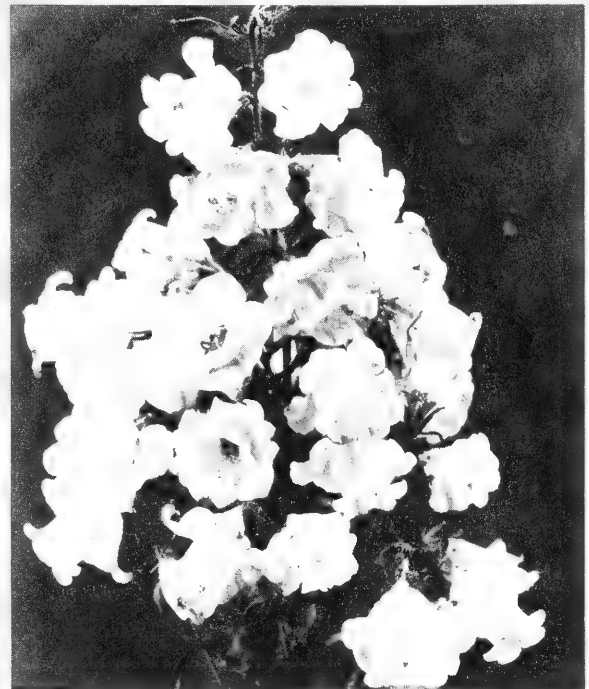
Persicifolia — (Peachleaf, Bellflower). This variety grows from 2 to 3 feet tall and produces flowers that are more shallow than bell shaped and has foliage that is long, narrow and very graceful.

	Tr. Pkt.
Blue — Very hardy	\$.50
Alba — Very hardy50

Pyramidalis — The Chimney-Bellflower is one of the tallest Campanulas attaining a height of about 5 feet. Its long stalks of flowers start blooming in August and continue for several weeks.

Alba	\$.40
Blue40

Rotundifolia — Scotch Harebell is an attractive flower producing little bells of blue during late spring and continuing over a long season. Grows 12" tall



CHRYSANTHEMUM (SHASTA DAISY)

	Tr. Pkt.	Oz.
Alaska —Most popular of all. Large pure white blooms on excellent stems. Starts blooming in June and continues for some time	\$.25	\$1.40
May Queen —(Spring Marguerite)—Medium sized flowers50	1.50
Mayfield Giant —Extremely large flowers measuring three to four inches in diameter. Strong robust growth, 2½ to 3 ft. tall25	1.00

COREOPSIS

	Tr. Pkt.	Oz.
Lanceolata Grandiflora — Plants grow about 3 feet tall and produce their yellow daisy-like flowers during June. Good for cutting	\$.20	\$.40
Mayfield Giant — Deep golden yellow, large flowers, early25	.90
Double Sunburst —Large, golden yellow, fully double flowers25	1.10

DELPHINIUM

PACIFIC STRAIN (VETTERLE & REINELT)

	Tr. Pkt.	1/8 oz.	1/4 oz.
Astolat Series —Novel shades ranging from pale blush through pink, rose and lilac with dark bees	\$2.00	\$3.50	\$6.50
Blue Bird Series —Clear-est medium blues with white bees			
Blue Jay Series — Clear medium to dark blue			
Cameliard Series — Pure lavender self with white bees			
Black Knight —Dark purple, heavy velvety texture			
Galahad Series — Pure white			
Guinevere Series —Light pink lavender self with white bee			
King Arthur — Brilliant royal violet white bee			
Lancelot Series — Lilac self with white bee			
Percival Series — White with black bee			
Round Table Series — This group combines all the newest color developments			
Summer Skies Series — Clearest blue with white bee			
Pacific Hybrids Mixed			

OTHER STRAINS

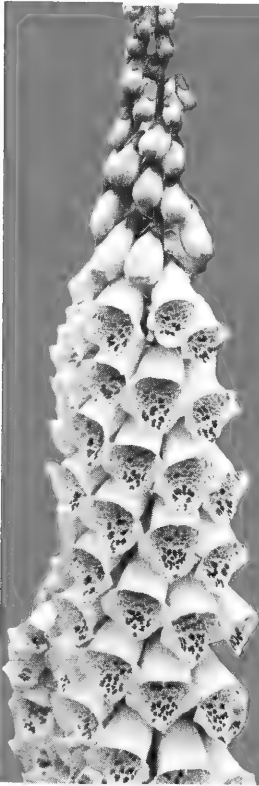
Cliveden Beauty (Belladonna Improved) — Select strain. Turquoise blue	\$.40	\$3.25
Bellamosum — Dark blue40	3.25
Blackmore & Langdon Strain — Immense flowers. Fine mixture of blue shades40	3.25
Gold Medal Hybrids —Splendid mixture.....	.30	1.75
Lamartine — Fairly deep marine blue55	5.00
Wrexham Strain — Celebrated English Hollyhock strain55	6.00

PRICES ABOVE 12 VARIETIES:

Tr. Pkt.	1/8 oz.	1/4 oz.	Oz.
\$2.00	\$3.00	\$5.50	\$20.00

DIANTHUS

- | | | |
|---------------------------------------------------------------------------------------------------------------------------|----------|--------|
| | Tr. Pkt. | Oz. |
| Plumarius Double Mixed — The grass, or Garden Pinks, are low-growing plants, which bloom early in the spring | \$.45 | \$5.25 |
| Deltoides Brilliant (Maiden Pink) — Deep rose, 8" | .50 | |



DIGITALIS (FOXGLOVE)

Flowers during June and July. The flowering spike grows well over three feet in height with individual tubular or bell-shaped flowers, placed close on the side of the stem.

The Shirley—Giant hybrids, spotted throats

Tr. Pkt.	Oz.
\$.25	\$2.15

GYPSOPHILA

One of the daintiest of old-fashioned flowers. The plants are covered with small blooms all during the summer. The tall growing varieties are good for cutting, while the dwarf forms are useful for edgings and rock gardens.

- | | | |
|---------------------------------------------------------------------------------------------------------|----------|--------|
| | Tr. Pkt. | Oz. |
| Paniculata — (Single) — Hardy, graceful sprays of white flowers | \$.20 | \$.60 |
| Pacifica —Rose, 4 ft., blooms when paniculata varieties have passed. Excellent for cutting | .30 | 3.30 |
| Repens Rosea — Light rose 6", fine rock plant | .30 | 3.30 |
| Repens White — 6", fine rock plant..... | .30 | 2.70 |

HEUCHERA

One of the most desired of the smaller growing plants. The plants of Sanguinea are compact, bushy and grow in tufts with flower stems about 1 1/2 feet high, blooming in mid-summer.

- | | | |
|-------------------------------------------|----------|---------|
| | Tr. Pkt. | 1/8 oz. |
| Sanguinea — Fine for cutting | \$.60 | \$3.00 |

HOLLYHOCK — CHATERS DOUBLE

- Black Gem** — Maroon
- Chamois**
- Enchantress** — Deep rose
- Fire King** — Scarlet
- Golden Drop** — Sulphur Yellow
- Newport Pink**
- Salmon Rose**
- Virgin Queen** — White
- Mixed**



Prices Above:

Tr. Pkt.	Oz.
\$.35	\$1.70

GAILLARDIA

Blanket flowers are showy and of easy culture. They begin to flower in June and continue until frost.

- | | | |
|---------------------------------------------------------------------------------|----------|--------|
| | Tr. Pkt. | Oz. |
| Burgundy —Copper scarlet self | \$.30 | \$2.50 |
| Dazzler — Large rich red flowers with orange tip. Fine for cutting | .30 | 1.90 |
| Goblin — Dwarf, compact | .40 | 2.90 |
| Portola Hybrids — Red with golden tips. Excellent for cutting | .30 | 2.00 |

GEUM

This plant which flowers from May to October is useful for cutting and can also be used for borders and rockeries.

- | | | |
|----------------------------------------------------------------------------------|----------|--------|
| | Tr. Pkt. | Oz. |
| Mrs. Bradshaw — Brilliant scarlet. Double flowers. Good for cutting | \$.30 | \$2.90 |
| Lady Stratheden —Double golden yellow. Excellent for cutting | .30 | 2.90 |

IBERIS

Low-growing plant that grows about 9 to 12" tall, and spreads out making mats which are covered with flat dense clusters of flowers from the end of April through June.

- | | | |
|-----------------------------------|----------|--------|
| | Tr. Pkt. | Oz. |
| Gibraltarica — Lilac | \$.30 | \$1.80 |
| Sempervirens — White | .60 | 5.00 |

LAVENDULA — SWEET LAVENDER

- | | | |
|---------------------------------------------------------------------------------------------|----------|---------|
| | Tr. Pkt. | 1/4 oz. |
| Munstead's Strain — Well-known fragrant hardy perennial. Always in good demand | \$.40 | \$1.10 |

LIATRIS

Long spikes 4 to 5 feet tall of rosy purple. Flowers during August and September.

Pycnostachya — Rosy purple. Fine for cutting	Tr. Pkt.	Oz.	
	\$.35	\$3.00	

LINUM

Perenne —(Flat)—Blue. 1½ ft. tall	Tr. Pkt.	¼ oz.	Oz.
	\$.20		\$.70
Flavum —Yellow. 2 ft. tall.....	.30		\$.85

LYCHNIS

Chalcedonica —Flowers in June. Produces several flower stems over 3 ft. tall with immense heads of vermilion scarlet flowers	Tr. Pkt.	Oz.	
	\$.25	\$1.50	

MYOSOTIS

Alpestris Victoria — Grows about 6" tall and is compact in growth. Produces its clear blue flowers beginning in April	Tr. Pkt.	Oz.	
	\$.40	\$5.50	
Palustris Semperflorens — Begins blooming about May and continues until fall40	3.25	

POPPY

Dwarf plants growing about 18 inches tall that bloom all summer if the flowers are kept picked.

Sunbeam Mixed — Light shades, large flowers	Tr. Pkt.	Oz.	
	\$.35	\$2.25	

PRIMULA

Hardy Primroses are showy plants that have small dainty flowers during April. The plants grow about 6 to 8 inches tall.

Auricula Alpine	Tr. Pkt.	¼ oz.	
	\$1.00	\$5.00	
Veris Munstead's Strain	1.00	5.00	

PYRETHRUM

These are excellent for cutting. The bright colored daisy-like flowers are produced on long stems. Plants grow about 2 to 3 ft. tall and flower in June.

Hybridum Single Mixed	Tr. Pkt.	Oz.	
	\$.60	\$5.50	
Double Mixed 1/8 oz. \$1.60 1/4 oz. \$2.75	.60	8.25	

SAPONARIA

Ocymoides — Rose	Tr. Pkt.	Oz.	
	\$.30	\$2.10	

SCABIOSA

Plants grow about 2 to 3 ft. tall producing their flowers on long wiry stems from June to September. Good for cutting.

Caucasica Isaac House Hybrids — Improved strain. Flowers range from lavender to dark blue. Excellent for cutting	Tr. Pkt.	Oz.	
	\$.50	\$3.75	
Caucasica Lavender —Good cut flower35	2.75	

STATICE

Caspia — Lilac. Fine for table decoration	Tr. Pkt.	Oz.	
	\$.40	\$2.75	
Dumosa —Silvery gray flowers. Good cut flower40	2.75	
Latifolia — Deep blue flowers. Fine for cutting30	2.00	

SWEET WILLIAM

Scarlet Beauty — Scarlet red	Tr. Pkt.	Oz.	
	\$.40	\$2.50	
Single Mixed40	2.50	
Double Mixed40	2.50	
Dwarf Alpinus Midget Mixed — Early flowering type of Sweet William, consisting of light and dark colors, mixed. Height 4 to 6 inches. Suitable for border or rock garden planting 1/4 oz.	\$1.50	.60	4.75

TRITOMA

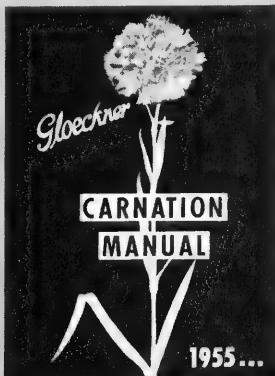
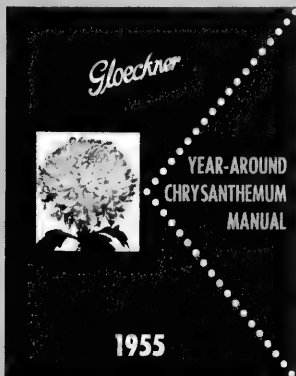
Hybrids — (Red Hot Poker)	Tr. Pkt.	Oz.	
	\$.40	\$2.40	

VERONICA

Spicata —Grows about 1½ ft. tall and produces its bright blue flowers during June	Tr. Pkt.	Oz.	
	\$.50	\$4.00	

VIOLA CORNUTA

Admiration — Large dark blue	Tr. Pkt.	¼ oz.	Oz.
	\$.60		\$6.00
Chantreyland — Pure apricot60	\$2.50	
Arkwright Ruby —Wonderful large rounded flowers of ruby crimson with terra cotta and darker markings. Fragrant60	3.00	9.00
Blue Perfection — Large flowered fine light blue60	2.00	6.00
Lutea Splendens — Golden yellow	.60	1.35	4.50
Papilio — Blue and white40	1.40	



FOR A COMPLETE SELECTION OF CHRYSANTHEMUM AND CARNATION PLANTS. SEE YOUR GLOECKNER CHRYSANTHEMUM AND CARNATION MANUALS. IF YOU HAVE NOT RECEIVED YOUR MANUALS, THEY ARE AVAILABLE UPON REQUEST.

CAULIFLOWER

	1/4 oz.	Oz.
Early Snowball "A" (Dwarf Erfurt) — One of the most satisfactory early strains of Snowball.....	\$.80	\$2.50
Snowdrift — Heads large firm and snow white.....	.80	2.50

CELERY

	Oz.	1/4 lb.
Golden Yellow Self Bleaching — Standard early market variety	\$.90	\$3.00
Golden Plume — Early, non-bolting variety. Fine flavor, solid and tender	1.20	4.00
Emperor —Dwarf growing, very brittle and of excellent flavor. Good winter keeper80	2.50
Giant Pascal — Stems thick, of fine quality, rich nutty flavor. An excellent variety	1.00	3.35

BROCCOLI

	Oz.	1/4 lb.
Italian Green Sprouting — (Early strain). Vigorous early type forming large compact central heads and very few laterals	\$.40	\$1.35

BRUSSELS SPROUTS

	Oz.	1/4 lb.
Long Island Improved — Plant dwarf and compact	\$.50	\$1.50

CABBAGE

	Oz.	1/4 lb.	Lb.
Copenhagen Market —Early, round headed variety. Excellent quality	\$.50	\$1.50	\$4.50
Danish Ball Head — Most popular late variety. Good keeper50	1.50	4.50
Early Jersey Wakefield — The earliest oblong variety. Sure header, small heads, suitable for home gardens40	1.20	3.60
Glory of Enkhuizen — Heads large and globular, stem medium short50	1.30	4.25
Golden Acre — The earliest resistant cabbage developed. A SOLID ROUND HEAD OF MEDIUM SIZE75	2.50	7.50
Jersey Queen —In type and earliness about the same as Jersey Wakefield45	1.45	4.35
Wisconsin All Season —A main crop yellow resistant cabbage. Round head, good quality50	1.50	4.75
Mammoth Red Rock — Best red variety. Good keeper, round head50	1.50	4.50
Marion Market (Resistant) — A resistant Copenhagen Market matures a trifle later50	1.60	4.80
Premium (Late) Flat Dutch — Large late variety. Very good quality, excellent keeper40	1.30	4.00
Savoy, Chieftan — Earlier than standard market varieties of Savoy. Plant medium short stemmed50	1.50	4.50

EGG PLANT

	Oz.	1/4 lb.	Lb.
Black Beauty — An extra early, large variety with few seeds	\$.60	\$2.00	\$6.00
Florida High Bush — Plants of strong upright growth, producing fruit well above the ground60	2.00	6.00
Improved New York Purple — Popular home and market garden variety75	2.25	7.50

LETTUCE

	Oz.	1/4 lb.	Lb.
Black Seeded Simpson —Ideal mid-summer leaf variety, will withstand heat and drought	\$.20	\$.70	\$2.00
Grand Rapids Forcing —The leading greenhouse forcing leaf variety, but may be grown successfully outdoors25	.80	2.40
Big Boston — A large headed variety for mid-summer and fall use25	.70	2.25
Imperial No. 44 —Has very long well folded leaves and produces hard, well formed heads35	1.15	3.50
New York 12 —An early sure heading strain adapted to warmer weather. Forms flat heads with light green leaves35	1.15	3.50
Salad Bowl — Improvement over Oak Leaf. Early, stands summer heat exceptionally well. Loose leaf variety75	2.50	7.50

ONION

	Oz.	1/4 lb.	Lb.
Prizetaker — Large, globular, yellow. Flesh coarse and mild	\$.70	\$2.30	\$7.00
White Sweet Spanish — White with clear glistening skin. Globe-shaped70	2.30	7.00
Yellow Sweet Spanish (Utah Strain) — Globe-shaped, keeps extra well70	2.30	7.00

PARSLEY

	Oz.	1/4 lb.	Lb.
Extra Triple Curled (Moss Curled) —Plants compact leaves dark and finely cut.....	\$.20	\$.50	

PEPPER

	Oz.	1/4 lb.	Lb.
Bull Nose or Large Bell (Hot) — Medium size fruits, deep green when immature, scarlet when ripe	\$.70	\$2.50	\$7.00
California Wonder (Sweet) — Much used, particularly by market growers. Large green fruits practically as early as Ruby King70	2.50	7.00
Cayenne Long Red (Hot) — A leading sort for use in pickles, for canning and for drying. Fruits long, tapered, and very pungent60	2.00	6.00
Chinese Giant (Sweet) —The largest sweet pepper. Roundish, blunt, mild and sweet throughout. Deep green changing to deep scarlet60	2.00	6.00
Crimson Giant (Sweet) — Very mild, popular home and garden variety.....	.60	2.00	6.00
Golden California Wonder —Golden fleshed type	1.00	3.35	10.00
Harris Early Giant (Sweet) —The best very early pepper for home and market gardens. Large fruits, slightly tapered. Deep green changing to bright red.....	.65	2.25	6.50
Hungarian Yellow Wax (Hot) —Yellow very early. Fruits long, tapered. Waxy light yellow75	2.50	7.50
Pimento (Sweet) — Standard variety for home and market garden. Fruits heart-shaped and very smooth45	1.50	4.50
Ruby King (Sweet) — A favorite for home and market garden. Fruits large and slightly tapered. Bright red65	2.25	6.50
Sweet Yellow (Sweet) — Skin golden yellow, flesh thick and bright yellow.....	.65	2.25	6.50
World Beater (Sweet) — An early sort. Fruits large, oblong; flesh thick and sweet. Bright red60	2.00	6.00

RADISH

	Oz.	1/4 lb.	Lb.
Improved Scarlet Globe — Very early sort, valuable for out of door culture and for forcing. Uniform, rich bright, scarlet, flesh white	\$.15	\$.45	\$1.50
Scarlet Turnip, White Tip — Popular variety, small top. Root bright scarlet with white area about the tip15	.40	1.25
White Icicle —The best early white variety. Roots long, tapered, very white throughout20	.40	1.30

TOMATO

	Oz.	¼ lb.	Lb.		Oz.	¼ lb.	Lb.
Crimson Cushion	\$.85	\$2.75	\$8.50	John Baer (73 days)—Very similar in every respect to Bonny Best.....	\$.60	\$2.00	\$6.25
Bonny Best (73 days) — A general purpose tomato. Fruits evenly colored scarlet-red, medium large	.60	2.00	6.00	Jubilee — Fruits bright golden orange with few seeds. (72 days). ¼ oz. \$.30; ½ oz. \$.50	.90	2.70	8.00
Break O'Day (73-75 days) — Early wilt resistant, globe-shaped sort. Fruits large, scarlet of good quality60	2.00	6.00	Marglobe (75-78 days) — Resistant to Fusarium wilt. Fruits uniform deep scarlet, globe shape and of distinct quality60	2.00	6.00
Chalk's Early Jewel (75 days) — Very thrifty, heavy producer. Fruits scarlet-red, large and firm	.50	1.70	5.00	Master Marglobe (75-78 days) — HIGHLY resistant and heavily productive80	2.75	8.00
Dwarf Stone (82 days) — Strictly dwarf and tree-like, require no training. Fruits bright red, medium sized60	2.00	6.00	Michigan State Forcing — Developed at Michigan State College. Very productive under restricted light conditions. Fruits deep scarlet, globe shaped, are borne in clusters of five to eleven. ¼ oz. .50	1.50		
Earliana (64-66 days)—Particularly valuable for home garden and early market. Fruit medium size flattened70	2.35	7.00	Oxheart —Heart shaped. Pink fruit, mild flavor	1.10	3.70	11.00
Giant Tree —(Italian Potato Leaf)—A pink tomato of large size. The large smooth fruits have few seeds. Flesh is tender and mild. ½ oz. \$1.75	3.50			Ponderosa (85 days)—One of the best for home use. Fruits purplish-pink, very fleshy with few seeds, of very mild flavor.....	.85	2.75	8.50
Globe "A" (Forcing) — Improved. Developed by Ohio State Experiment Station—Pink fruits a little larger than regular Globe. Ships well	8.00			Pritchard (Scarlet Topper) —Wilt resistant, heavily productive. Fruits large, globular, scarlet and well colored about the stem end.....	.65	2.20	6.50
Globe (Livingston's) (81 days) — Heavy producer, fruits purplish pink, large globe shape, scarlet red65	2.00	6.00	Rutgers (78 days)—Highly recommended for second early maturing variety for canning and tomato juice. Fruits similar in shape to Marglobe. Uniformly colored flesh65	2.20	6.50
Golden Queen —Large yellow fruit, mild flavor70	2.35	7.00	Stokesdale (70-73 days) — Early suitable for shipping. Fruits uniform deep scarlet, globe shape	.65	2.20	6.50
Greater Baltimore (83 days)—Similar to Stone and particularly valuable for canning50	1.75	5.00	Stone Improved (85 days) — Very solid fruit scarlet red, flat shape	.65	2.20	6.50
Hybrid Big Boy — Giant hybrid. Perfectly smooth, firm, deep globe scarlet red variety with thick walled fruits. Fruits large and heavy bearing. Produces continuously until frost. ⅛ oz. \$6.00; ¼ oz. \$10.00; ½ oz. \$18.00	35.00	110.00		Valiant — early red90	3.00	9.00

**SORRY
CROP FAILURE**



STOKESCROSS No. 2: Maturing 70 days, average size of fruit 4.5 ounces. This large size, early maturing hybrid tomato is both a market and a canner type. A very heavy producer with uniformly large fruit.

STOKESCROSS No. 5: Maturing 75 days, average size of fruit 4.7 ounces. This is perhaps the strongest hybrid yet produced. It is recommended for market or for processing, and is an excellent producer. This new cross for 1953 is a magnificent tomato which carries enthusiastic endorsement as one of the finest hybrids ever produced.

Tr. Pkt.	¼ oz.	1 oz.	¼ lb.
\$.75	\$1.25	\$3.50	\$12.00

FERTILIZERS

WATER SOLUBLE FERTILIZERS

PETERS SPECIAL FERTILIZERS:

- 20-20-20 **Cut Flower Special**
General purpose plant food
 - 15-15-15 **Pot Plant Special**
Specifically designed for feeding
Holiday pot crops
 - 21- 7- 7 **Azalea Special**
3% Chelated Iron
- 25 lbs. **\$6.00** 100 lbs. **\$20.00**
Prices F.O.B. Allentown, Penna.

KAPCO LIQUID FERTILIZERS:

- 20-20-20 { 25 lbs. **22c** per lb.
 - 15-30-15 { 80 lbs. **20c** per lb.
 - 21- 7- 7 { 25 lbs. **26c** per lb.
 - { 80 lbs. **25c** per lb.
- Acid Liquid Fertilizer
with Chelated Iron

Prices F.O.B. McKeesport, Penna.

Write for Quantity Prices on Water Soluble Brands

ELECTRA

(5-10-3)

A highly organic fertilizer designed especially for florists. Contains major, minor and trace elements needed for plant growth.

80 lbs.....**\$6.00**

From distribution points nearest to you.

MISCELLANEOUS SUPPLIES

VITA POTS

Nutrient treated pots for growing and shipping.

Sold in units of 1000 only

	Per 1000
2"	\$14.60
2 1/4"	14.95
2 1/2"	15.50
3"	17.40
3 1/2"	22.70
4"	25.70
5"	33.40
6"	44.10

VITA-BANDS—10

Will usually contain root growth up to 8 to 10 weeks. Nutrient treated.

Sold in units of 2000 only

	Per 1000
1 3/4 x 1 3/4 x 2 1/2"	\$4.00
2 x 2 x 2 1/2"	4.55
2 x 2 x 3"	5.05
2 1/2 x 2 1/2 x 3"	6.00
3 x 3 x 3"	6.90
4 x 4 x 3"	9.00
4 x 4 x 4"	11.25

VITA-BANDS—H

Will control root growth of those plants that demand extra long growing periods. Nutrient treated.

Sold in units of 1000 only

	Per 1000
1 3/4 x 1 3/4 x 2 1/2"	\$ 5.45
2 x 2 x 2 1/2"	5.80
2 x 2 x 3"	6.90
2 1/2 x 2 1/2 x 3"	7.65
3 x 3 x 3"	8.50
4 x 4 x 3"	10.45
4 x 4 x 4"	12.90

RED PAPER POTS

Sold in units of 1000 only

	Per 1000
2"	\$ 8.60
2 1/4"	8.60
2 1/2"	8.70
3"	9.15
3 1/2"	12.20
4"	14.70
5"	18.15
6"	22.25

BIRD PERENNIAL POTS

Excellent for many varieties of perennials, roses, bulbs, vines and shrubs.

Sold in units of 1000 only

	Per 1000
5 1/2-in.	\$36.50
6 1/2-in.	51.50
9 1/2-in.	62.85

HORMODIN

Root Growing Chemical

- No. 1—For house, garden and greenhouse plants.
1 3/4 oz. **\$.50** 1 lb. **\$3.00**
- No. 2—For woody and semi-woody plants.
1 3/4 oz. **\$.75** 1 lb. **\$4.50**
- No. 3—For evergreens and trees.
1 oz. **\$1.00** 1/2 lb. **\$4.50**

ROOTONE

A plant hormone powder for rooting cuttings and increasing root growth.

12 oz.	\$1.00
Lb.	5.00

CANE STAKES

Bamboo, dyed green, of pencil thickness. Packed 2000 per bale.

12 inch to 5 feet
At Market Prices

HYACINTH STAKES

Split bamboo, dyed green in bales of 5000 sticks.

12, 15, 18 and 24 inch
At Market Prices

QWIK-TIES

The brand new wire plant tie. Made of rustproofed galvanized wire covered with generous layers of paper.

Packed in cartons of 10,000 of a single size only. Quantity price on total order in all sizes.

	1 Carton Per Carton	2-4 Cartons Per Carton
4"	\$ 7.50	\$ 7.50
8"	13.00	12.50
12"	22.00	21.00
16"	30.00	29.00

GAS MASK

(Wilson) **\$23.00**
Canister Replacement **4.50**

PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

PRESERVATIVES CUPRINOL GREEN

1 Gal. Can	\$4.70
5 Gal. Can, per gal.	4.40
50 Gal. Drums per gal.	4.20

CUPRINOL FOR FLORISTS
Specially adapted for dipping
5 Gals., per gal. **\$2.98**
50 Gals., per gal. **2.65**

PALM TUBS

Green, bound with metal bands with two holes in bottom.

Size	Price Each	Tubs per Bundle
7" x 7"	\$1.00	5
8" x 8"	1.05	5
9" x 8"	1.15	5
10" x 9"	1.35	5
12" x 11"	1.95	4
14" x 13"	3.10	4
16" x 15"	4.20	3

WOOD VENEER PLANT BANDS (Stapled)

	Bands with Only 1000 Bottoms	Bands with 1000 Bottoms
1 3/4 x 1 3/4 x 2 1/2"	\$4.70	\$7.30
2 x 2 x 2"	4.70	7.30
2 x 2 x 2 1/2"	4.80	7.40
2 1/4 x 2 1/4 x 2 1/2"	5.00	7.50
2 1/2 x 2 1/2 x 2 1/2"	5.10	7.70
2 x 2 x 3"	5.10	7.70
2 1/2 x 2 1/2 x 3"	5.50	8.20
3 x 3 x 3"	5.90	8.50
3 x 3 x 4"	6.10	8.90
4 x 4 x 3"	6.20	9.20
4 x 4 x 4"	7.10	10.10

Unstapled bands
\$1.00 less per 1000

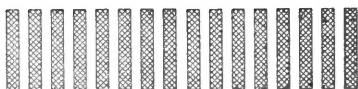
SELECTED NEW SNAPDRAGONS

- White Knight.....Early paper white.
- Rowenna.....Midseason light rose pink.
- Wintergreen.....Exceptional rose pink.
- Rosebud.....Soft pastel pink.
- Prestige.....A lustrous dark pink.
- Broker's Tip.....Good spring flowering - deep yellow.
- Commando.....Early hybrid red.
- Anne Marie.....Rose pink.

All are Hybrids.....\$3.50 per trade packet.
 Not available until June 1st, 1954.

PLEASE BE SURE YOUR NAME AND ADDRESS

ARE ON THE ORDER.



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15 East 26th Street, New York 10, N. Y.

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 PERMIT NO. 54570
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 NEW YORK, N. Y.

DON'T OVERLOOK -- VERBENA SPECIAL STRAIN MIXED

A fine mixture of dwarf Verbena for spring bedding plant sales. The plants are very dwarf in habit and have a splendid range of colors containing many of the eyed types through the mixture.

This is an excellent dwarf Verbena especially adapted to growing in 2-1/4" and 3" pots.

Tr. Pkt. - \$1.00.....1/4 oz. \$2.00.....1/2 oz. \$3.50.....Oz. \$6.00

INSECTICIDES

FUNGICIDES & FUMIGANTS

ARAMITE 15W	4-lb. bag	\$ 3.20
DEENATE 50W (DDT)	4 lbs.	2.25
	48 lbs. (12, 4-lb. bags)	21.60
DETEX	1 gal.	11.00
DITHIO 5% AEROSOLS	4 lbs.	8.00
DUPONT SPREADER STICKER	1 gal.	8.50
FERMATE	3 lbs.	2.45
	Case (12, 3-lb. bags)	25.80

ISOTOX 1 (supplied in 50-lb. bags only).....	50 lbs.	\$ 8.50
LINDANE 1½% dust (50 lbs. minimum).....	50 lbs.	11.70
25% Wettable Powder	4 lbs.	11.00
MALATHION 4 lb. 25% wettable powder.....		3.25
1 gal. 50% emulsion		14.80
NICOFUME LIQUID	1 gal. (8 lbs.)	13.80
NICOFUME PRESSURE FUMIGATORS	½-lb. cans (12 cans)	5.65
	1-lb. cans (12 cans)	10.70
NNOR	gal.	10.00
OPTOX (10% DDT)	gal.	12.00
ORTHOXIDE 50W	50-lb. drum.	54.00
	5 lbs.	5.70
PLANTFUME 103	5,000 cu. ft. carton—36	10.50
	20,000 cu. ft. carton—12	12.00
PARATHION SPRAY (15% Wettable).....	4-lb. bag	3.50
PARZATE Powder	3-lb. bag	2.85
	Case (36 lbs.)	31.20
Liquid	5-gal. cans	9.50
P-40	25 lbs.	8.50
	50 lbs.	16.25
	100 lbs.	31.00
SODIUM SELENATE (Pure)	1 lb.	7.00
SNAROL	6 lbs.	2.00
	50 lbs.	9.75
SNAILICIDE	5 lbs.	4.00
	20 lbs.	13.00
VAPATONE XX	1-gal. can	12.00
ZERLATE	3 lbs.	2.45
	Case (36 lbs.)	25.80

FULEX

PARATHION FUMIGATORS

For Red Spiders, Aphids and Thrips on florist crops.

Carton (24 cans)

1,000 cu. ft.....	\$10.50	5,000 cu. ft.....	\$13.50
2,000 cu. ft.....	10.50	10,000 cu. ft.....	16.10
		20,000 cu. ft.....	25.00

APHID-SMOKE FUMIGATORS

For Aphids and Adult White Flies on florist crops.

Carton (24 cans)

1,000 cu. ft.....	\$10.00	5,000 cu. ft.....	\$13.00
2,000 cu. ft.....	10.00	10,000 cu. ft.....	16.00
		20,000 cu. ft.....	24.00

SPIDER-MITE FUMIGATORS

For Red Spiders, including some Parathion-resistant strains on carnations, chrysanthemums and snapdragons.

Carton (24 cans)

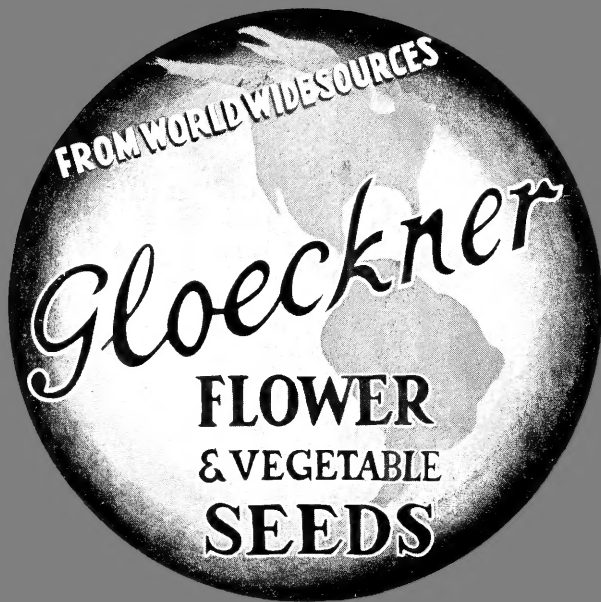
1,000 cu. ft.....	\$10.50	5,000 cu. ft.....	\$13.50
2,000 cu. ft.....	10.50	10,000 cu. ft.....	18.00
		20,000 cu. ft.....	30.00



**WE CAN SUPPLY YOU WITH ANY INSECTICIDE
OR FUNGICIDE NOT LISTED ABOVE**

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FLOWER
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